



# GROWING FITCHBURG 2030

City of Fitchburg Comprehensive Plan

Adopted: March 10, 2020



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Thank you to all City elected/appointed officials, residents, and staff who contributed to this update of the City of Fitchburg Comprehensive Plan, **Growing Fitchburg 2030**.

# Growing Fitchburg 2030

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# 0 Plan Primer

# Plan Primer

This Plan Primer is intended to assist City of Fitchburg residents, businesses, elected/appointed officials, staff, and other interested parties in using and navigating the City of Fitchburg's Comprehensive Plan, entitled **Growing Fitchburg 2030**.



## What is this Plan?

State of Wisconsin Statute 66.1001 mandates every city in the state adopt a comprehensive plan, with the plan's intent to serve as a "guide to the physical, social, and economic development" of a city. The City of Fitchburg (hereafter "City") adopted its first comprehensive plan in 2009, with this document entailing a 10-year amendment to that Plan, all in accordance with said Statute.

## How was the public engaged in developing this Plan?

The City's Plan Commission and Planning and Zoning Department staff oversaw the process to develop this Plan which entailed the following major public engagement steps:

1. City resident feedback gathered via public survey: **September – October 2019**
2. City resident feedback gathered via public meetings held in five different strategic locations throughout the City: **October 2019**
3. City committee feedback gathered from 10 different committees, via their regularly-scheduled public meetings: **October – November 2019**
4. City resident feedback gathered via a City-wide open house: **November 2019**
5. City resident feedback gathered via a Plan Commission public hearing, at which approval of the Plan was recommended to the Common Council: **January 2020**
6. Common Council adoption of the Plan via a public hearing: **April 2020**

City staff notified all City residents and residential property owners (per City records) of steps 1., 2., and 4. above, via postcards. City staff noticed step 5. and 6. above in accordance with Statute 66.1001, including a Class I Notice in the Wisconsin State Journal. Additionally, steps 1. – 6. were also noticed on the City's website, social media, and FACTv, in the Fitchburg Star newspaper, and through various other channels.

## How is the Plan organized?

The City's 2009 Plan was organized in to 13 chapters, essentially matching "one-to-one" the required elements of a comprehensive plan, as identified in Statute 66.1001. (2) (a) – (i). With this Plan amendment (hereafter "Plan Update"), the City took a more accessible, integrated, and holistic approach, recognizing the true and intended nature of a "comprehensive plan", while concurrently addressing all required elements of a comprehensive plan as identified in Statute. As such, this Plan Update is organized in the following manner:

### Growing Fitchburg 2030

Chapter 1: **HOW** will Fitchburg grow?

Chapter 2: **WHAT** are the **PILLARS** of Fitchburg's growth?

Section 2.A: Housing

Section 2.B.: Jobs & Education

Section 2.C: Recreation

Chapter 3: **WHAT** are the **TOOLS** of Fitchburg's growth?

Section 3.A: Transportation

Section 3.B: Resources, Energy, & Communications

Section 3.C: Government & Services

Chapter 4: **WHERE** will Fitchburg grow?

Chapter 5: **HOW** will this Plan be implemented?

Appendices

## Comprehensive Plan Elements

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The table below provides more detail on where to find required comprehensive plan elements, per Statute, in this Plan.

### Chapter 1 How will Fitchburg grow?

Issues and Opportunities, Implementation

#### Section 2.A Housing

Housing, Implementation

#### Section 2.B Jobs and Education

Economic Development, Natural, Agricultural, & Cultural Resources, Utilities & Community Facilities, Implementation

#### Section 2.C Recreation

Natural, Agricultural, & Cultural Resources, Utilities & Community Facilities, Implementation

### Section 3.A Transportation

Transportation, Implementation

### Section 3.B Resources, Energy and Communications

Natural, Agricultural, & Cultural Resources, Utilities & Community Facilities, Implementation

### Section 3.C Government and Services

Utilities & Community Facilities, Intergovernmental Cooperation, Implementation

### Chapter 4 Where will Fitchburg grow?

Land Use, Intergovernmental Cooperation, Implementation

### Chapter 5 How will this plan be implemented?

Implementation

## Plan Chapters

The following pages provide more detail on each of the Plan's chapters and sections.

### Chapter 1

This chapter of the Plan provides information on HOW the City will grow, including the "Growing Fitchburg" concept, the City's growth principles or growth "vision", and a City "snapshot". The City's growth principles will serve to guide the City's growth and development from 2020 to 2030, and are as follows:



#### **Sustainable**

Fitchburg will grow by managing community resources to ensure the long-term provision of efficient, economical, and sufficient services to neighborhoods, residents, and businesses.



#### **Equitable**

Fitchburg will grow by creating an inclusive and engaged community that develops the capacity of its neighborhoods, residents, and businesses, providing them with equal access to opportunities by recognizing their unique needs.



#### **Vibrant**

Fitchburg will grow by developing and maintaining attractive and dynamic neighborhoods and districts that have diverse housing options, a variety of businesses, and inviting gathering places.



#### **Cooperative**

Fitchburg will grow by encouraging communication, collaboration, and transparency among all community stakeholders.

## Chapter 2

This chapter of the Plan has three sections that identify the PILLARS of the City’s growth, centered on the idea of “living, working, and playing” in the City. These sections are as follows:

**Section 2.A** Housing (Living)

**Section 2.B** Jobs & Education (Working)

**Section 2.C** Recreation (Playing)

Each section is formatted in the following chronological manner:

1. Introduction
2. Data
  - “Hard” data, including U.S. Census information and maps
  - Community input gathered from the public survey and various meetings with residents and City committees
  - Existing City plans and policies
3. Identification of common themes based on data analysis
4. Formation of a policy framework, including goals, objectives, and policies, based on data analysis and growth principles

## Chapter 3

This chapter of the Plan has three sections that identify the TOOLS needed to maintain the growth pillars of living, working, and playing in the City. These sections are as follows:

**Section 3.A** Transportation

**Section 3.B** Resources, Energy & Communications

**Section 3.C** Government & Services

Each section is formatted in the following chronological manner:

1. Introduction
2. Data
  - “Hard” data, including U.S. Census information and maps
  - Community input gathered from the public survey and various meetings with residents and City committees
  - Existing City plans and policies
3. Identification of common themes based on data analysis
4. Formation of a policy framework, including goals, objectives, and policies, based on data analysis and growth principles

## Chapter 4

This chapter of the Plan provides information on WHERE the City will grow, including identification of three distinct growth zones.

This chapter is formatted in the following chronological manner:

1. Introduction
2. Data
  - “Hard” data, including U.S. Census information and maps
  - Community input gathered from the public survey and various meetings with residents and City committees
  - Existing City plans and policies
3. Identification of common themes based on data analysis
4. Formation of a policy framework based on data analysis and growth principles, including:
  - General land use policy
  - Goals, objectives, and policies

## Chapter 5

This chapter of the Plan identifies various aspects of how this Plan will be implemented and is formatted in the following chronological manner:

1. Plan revision procedures
2. Implementation mechanisms
3. Implementation monitoring
4. Implementation timeline

## Appendices

This Plan’s appendices contain the following:

Appendix A: Neighborhood Plans

Appendix B: Rural Residential Development Criteria

Appendix C: Intergovernmental Agreements

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# **1** **How Will Fitchburg Grow?**

This chapter of the Plan addresses State of Wisconsin statutory requirements for the issues and opportunities element of a comprehensive plan.

# How Will Fitchburg Grow?

This chapter includes:

- A definition of “**GROWING FITCHBURG**”, the central concept around which this Plan was developed
- Identification, definitions and application of the City’s **GROWTH PRINCIPLES**, or growth “vision”, that will direct and inform how the City will grow from 2020 to 2030.
- A City “snapshot”

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## Growing Fitchburg

Healthy communities grow. A community’s “growth” can take many different forms. It can reference physical growth, evidenced in new residents, housing, businesses, streets, and parks. Furthermore, it can reference a growth in the efficiency and quality of services and processes that these new community elements require. Finally, it can indicate social growth, evidenced in development of cooperative, productive working relationships between a community’s residents, businesses, elected/appointed officials, and staff.

This Plan is entitled **GROWING FITCHBURG 2030**. The title is intended to reflect all of the aforementioned types of growth in the City of Fitchburg over a 10-year period, from 2020 to 2030. The title also intends to reflect the literal action of “growing” the City, while also describing a defining characteristic of the City over this 10-year period.

### WHY GROW?

Generally speaking, a community that grows via reasonable population increases, and manages that growth in a responsible manner, will see an increase in quality of life as it relates to living, working, and playing options in that community. Additionally, managed, responsible growth often creates additional value in a community’s land base, which can be generally translated to increased efficiency and economy in delivering community services to residents, businesses, and visitors.

## Growth Principles

The City identified four growth principles to ensure growth, as previously described, occurs in a manner reflected in existing City plans, policies and priorities. The following identifies these growth principles, as well as examples of the “principles in practice”, highlighting the direct connection between recent City work and the growth principles.



### **Sustainable**

This means Fitchburg will grow by managing community resources to ensure the long-term provision of efficient, economical, and sufficient services to neighborhoods, residents, and businesses.

**Sustainable Principle in Practice** — The City installed solar panels on four of its building in 2017, expanding the City’s existing solar electricity generation capacity by more than 17 times. These panels generated over 410,000 kW *of renewable* electricity in 2018, about 8% of total municipal electricity usage and 19% of total electricity usage from the four buildings on which panels were installed. 410,000 kW is equivalent to the annual energy use of 35 single-family homes, as well as the energy produced by 300,000 pounds of coal. *Eliminating the greenhouse gas emissions* from 300,000 pounds of coal is equivalent to taking 62 passenger vehicles off the road.



### **Equitable**

This means Fitchburg will grow by creating an inclusive and engaged community that develops the capacity of its neighborhoods, residents, and businesses, providing them with equal access to opportunities by recognizing their unique needs.

**Equitable Principle in Practice** —The City’s *Healthy Neighborhoods Initiative* (HNI) utilizes a strategic approach to ensure residents living in northern City neighborhoods have *equitable* access to opportunities. The HNI uses various mechanisms to move towards this goal, including inter-governmental and non-profit partnerships, resident engagement, and re-development of the built environment.

## Growth Principles



### **Vibrant**

This means Fitchburg will grow by developing and maintaining attractive and dynamic neighborhoods that have diverse housing options, a variety of businesses, and inviting gathering places.

**Vibrant Principle in Practice** — *City in Motion* is the City’s place-based economic development strategy premised on four “directions,” one of which is building *engaging places* that attract talent and business. *City in Motion* recognizes the importance of re-development of major transportation corridors and nurturing of new development areas to create a *vibrant City* with various options for living, working, and playing.



### **Cooperative**

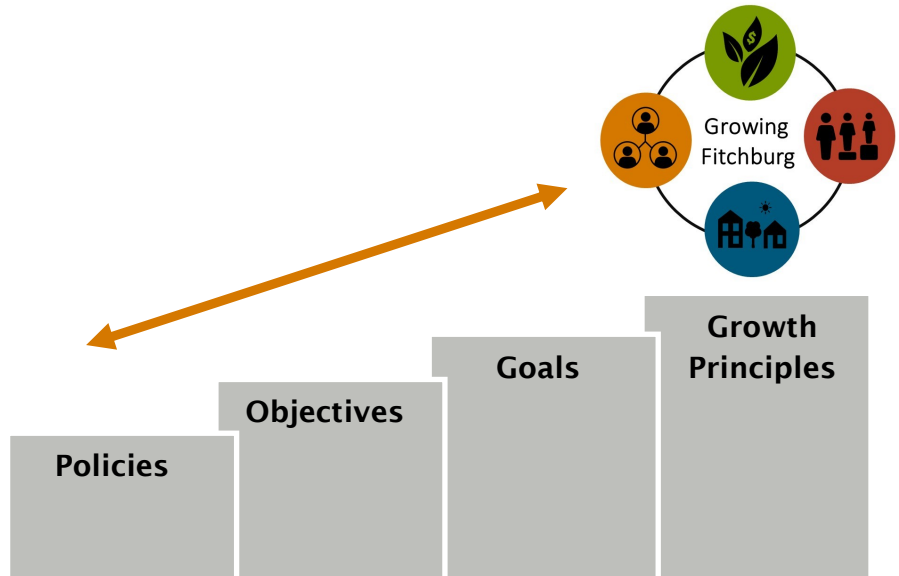
This means Fitchburg will grow by encouraging communication, collaboration, and transparency among all community stakeholders.

**Cooperative Principle in Practice** — The City opened its first splash pad in 2014 at McKee Farms Park and its first dog park in 2018 at the intersection of S. Fish Hatchery Road and Irish Lane. Both of these efforts were the result of cooperation and collaboration, including planning and implementation, between City elected/appointed officials and staff, and interested residents and local community organizations. The McKee Farms Park splash pad is one of the City’s most popular attractions and the dog park has been a hit with the City’s furrier residents and their owners.

## Application of Growth Principles

### Policy Framework

The growth principles can also be viewed as a “vision” for the City’s growth, with the principles applied to the policy framework of Chapters 2, 3, and 4. Each policy framework is premised on a hierarchy of Goals, Objectives, and Policies. The policy framework in each of these chapters has been formulated to move the City in the direction of the growth principles.



### Geographic Scales

The growth principles will also be applied to two different geographic scales in the City, as follows:

- City Neighborhoods and Districts
- City as a Whole

Put simply, if the growth principles are adhered to as the City grows and develops its individual “parts”, or neighborhoods and districts, the sum of these parts will add up to a sustainable, equitable, vibrant, and cooperative City as a whole.

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Neighborhoods + Districts = City as a Whole

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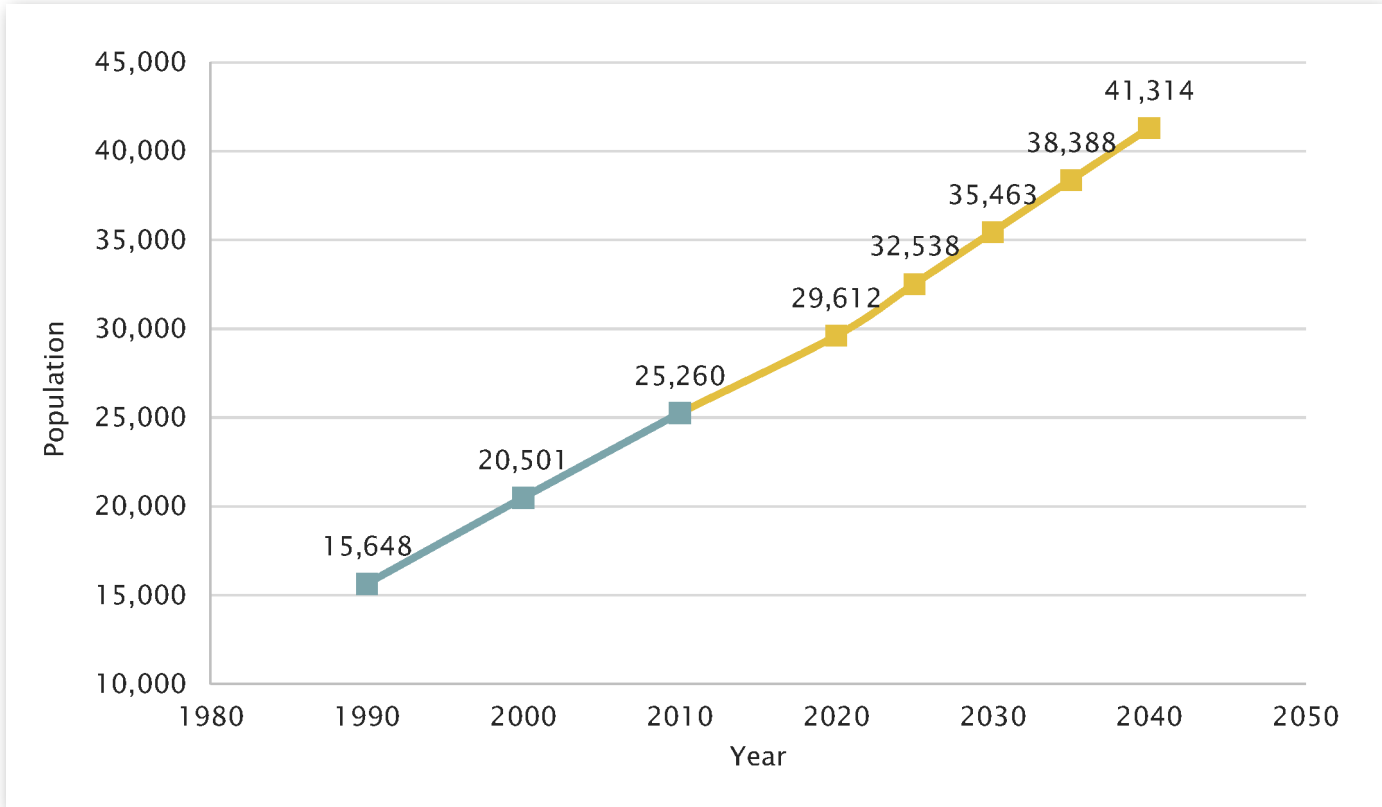
City Snapshot

Fitchburg incorporated as a City in 1983.

The City covers 36 square miles including 17 square miles of farmland.

The City has approximately 30,000 residents, adding about 5,000 new residents every 10 years.

Figure 1.1: Population—1990 to 2040\*

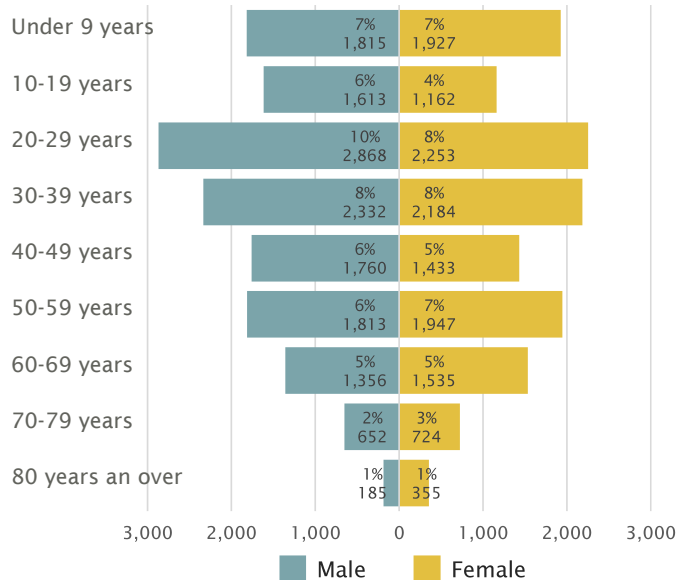


Population from 2020 – 2040 was calculated utilizing the 2019 Wisconsin Department of Administration population estimate for the City, applied to the City’s historical growth rate trend, and includes Town of Madison current/future population to be absorbed by the City in 2022.

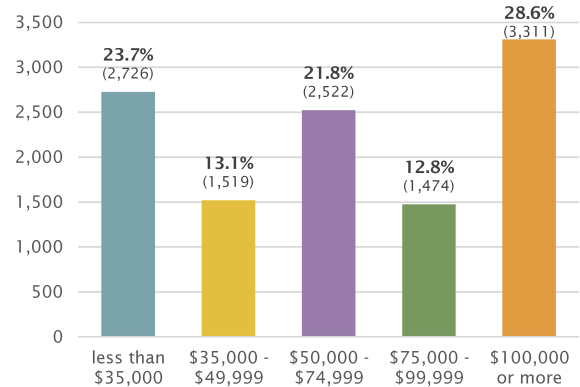
\*Source: United States Census and Wisconsin Department of Administration

## City Snapshot

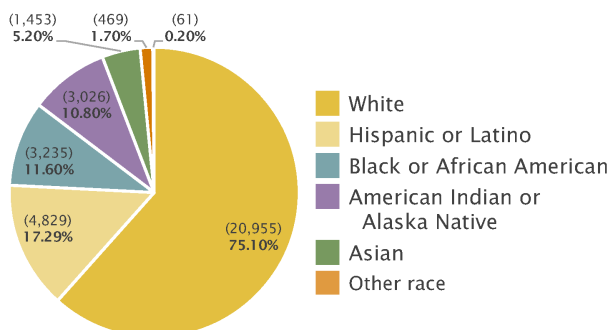
### Age Distribution\*



### Household Income\*

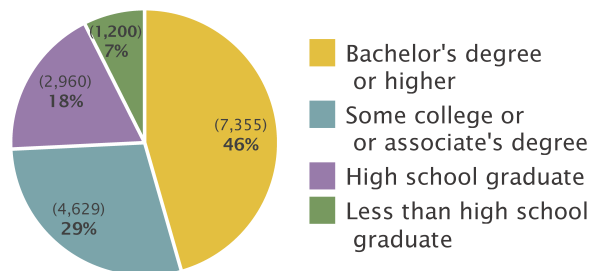


### Race\*



Hispanic or Latino comprise 17% of the City's population and are categorized by the U.S. Census Bureau as "White".

### Education\*



- 75% of City residents have attended college, or have an associate's or bachelor's degree.
- A third of City's residents are between the ages 20 and 39, a quarter are under age 19.
- 29% of City households make over \$100,000 annually, and 24% make less than \$35,000 annually.

\*Source: United States Census ACS—2017

## City Snapshot

**School Districts:** Madison Metropolitan, Verona Area, Oregon

**Largest Employers:** Promega, Sub-Zero/Wolf, Agrace Hospice Care

**Entertainment, Employment and Commercial Centers/Districts:** West Fitchburg (Orchard Point and McKee Road), North Fish Hatchery, and Fitchburg Technology Neighborhood (Novation Campus, Northeast Neighborhood, Uptown, and Fitchburg Center)

**Housing Mix:** Concentrations of single-family in north-central portion of City, and multi-family in northern and eastern portion of City

**Major biking/walking trails:** Capital City Trail, Badger State Trail, Southwest Commuter Trail, and Cannonball Path

**Major road corridors:**

- North-South: Verona Road, Seminole Highway, Fish Hatchery Road, U.S. Highway 14, and County Highway MM
- East-West: McKee Road, Lacy Road, Irish Lane/Whalen Road, and County Highway M

**Municipal neighbors:**

- Shares a northern border with City of Madison, capital of state of Wisconsin and home to the state's flagship university
- Shares a southern border with Village of Oregon, with the City of Verona just to the west of the City's western border
- Shares various borders with six Towns, including Madison (urban) and Blooming Grove (urban) to the north, Verona (rural) to the west, Dunn (rural) to the east, and Oregon (rural) and Montrose (rural) to the south



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# **2 What are the Pillars of Fitchburg's growth?**

**▣ 2.A Housing**

**▣ 2.B Jobs & Education**

**▣ 2.C Recreation**

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# 2.A Housing

This chapter sub-section of the Plan addresses State of Wisconsin statutory requirements for the housing and implementation elements of a comprehensive plan.



# Housing

This section includes:

1. **Housing Data**

- **Hard Data:** What is the current and future state of the City’s housing?
- **Community Input:** What are people saying about the City’s Housing?
- **City Plans and Policies:** What existing plans and policies impact the City’s Housing?

2. **Housing Themes:** How does the data inform the City’s housing goals?

3. **Housing Policy Framework:** What are the City’s housing goals and how will they be achieved?

Definitions

- ***Housing units:*** A physical structure utilized as a residence by an individual or group of individuals
- ***Households:*** A housing unit that is occupied in some manner by an individual or group of individuals
- ***Urban service area:*** That area of the City served by public sewer and water service

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## Housing Data

Housing data presented includes the following:

1. **Hard Data : Map and inventory of the following**

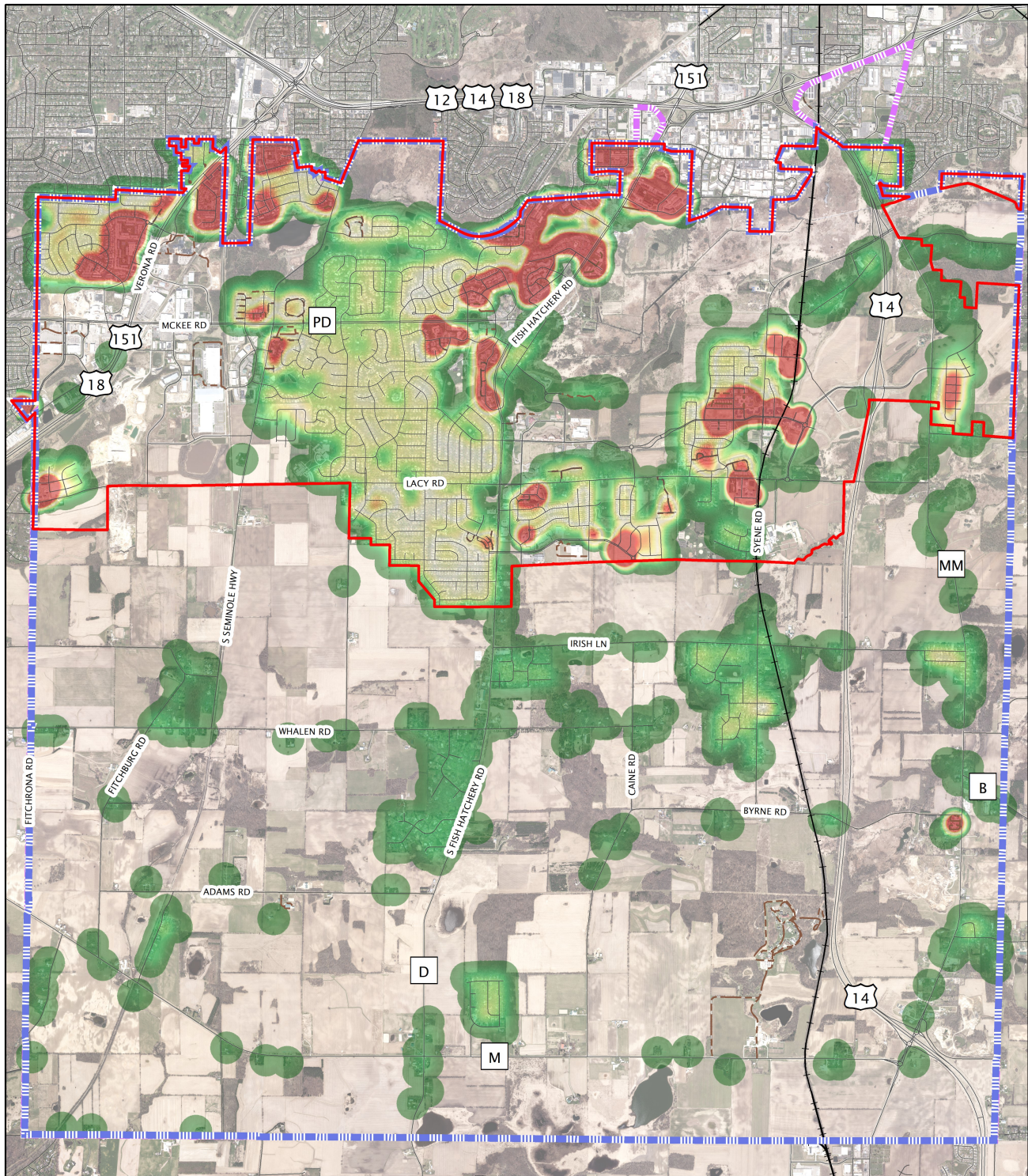
- Housing Density and Locations
- Housing Stock: Value, tenure, type, and age
- Household: Number, average size, and occupants
- Housing Projections: Housing units and household

2. **Community Input:** Summary of input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees

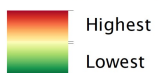
3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact housing in the City

## Hard Data

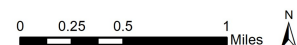
Map 2.A.1: Housing Location and Density



### Housing Density



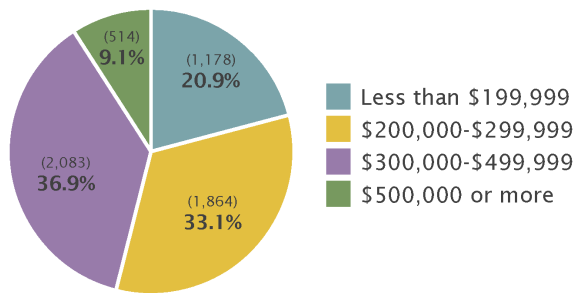
- City Boundary
- Town of Madison (Annexed to City by 2022)
- Urban Service Area
- Roads
- Private Roads
- + Rail



Source: City of Fitchburg, Dane County LIO, US Census Bureau

Housing Stock\*

Figure 2.A.1: Housing Value

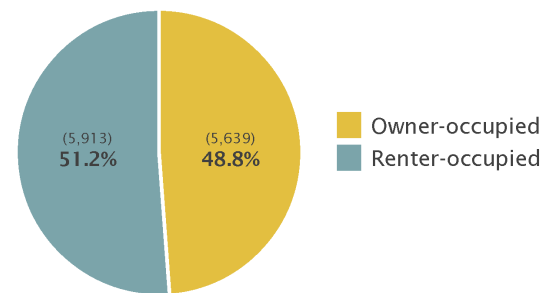


**Median Home Value**  
\$287,200

**Dane County Comparison**  
\$242,270

The City’s median home value has increased approximately 40% since 2000.

Figure 2.A.2: Housing Tenure



**Vacancy Rate**  
Owner - 1.9%  
Renter - 1.2%

**Ideal Vacancy Rate**  
Owner - 1%  
Renter - 5-7%

Figure 2.A.3: Housing Type

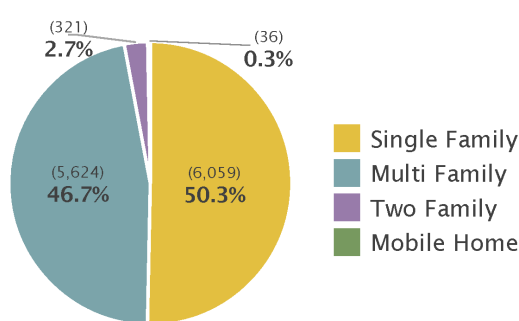
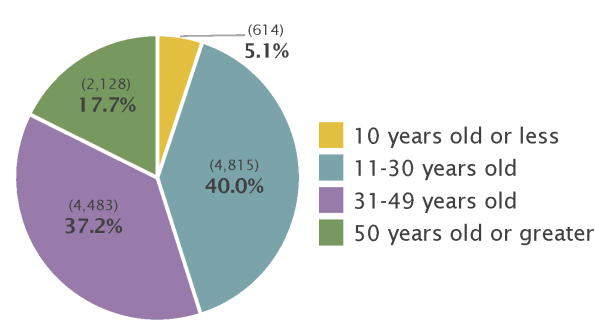


Figure 2.A.4: Housing Age



- Fitchburg’s average home value is higher than the Dane County average.
- Fitchburg has an equal balance of homeowners and renters, as well as single-family and multi-family housing.
- Fitchburg’s has a very low rental vacancy rate.
- More than 90% of Fitchburg’s housing was built between the early 1960’s and early 2000’s.

\*Source: United States Census ACS -2017

## Household Characteristics\*

### Households

11,552

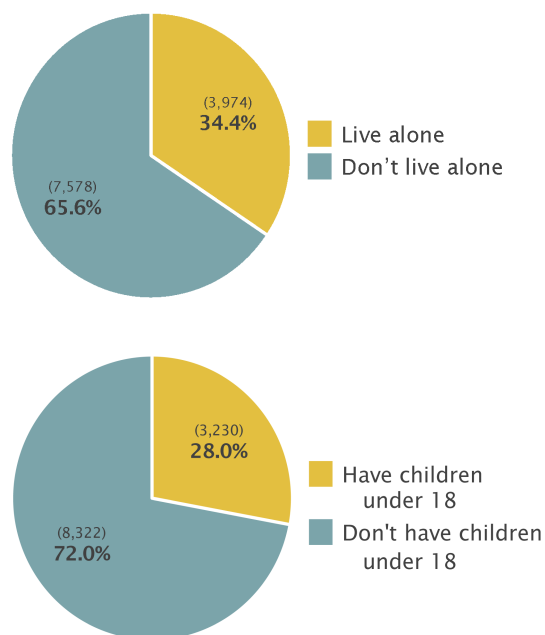
### Average Household Size

Owner - 2.46

Renter - 2.21

City and nation-wide trends indicate decreasing household sizes.

**Figure 2.A.5: Household Occupants**



- Average household size in Fitchburg is decreasing.
- About 65% of households in Fitchburg have more than one occupant.
- Fitchburg is projected to add 4,900 new housing units and 4,655 new households, from 2020 to 2040.

## Housing Projections\*

Housing units from 2020 – 2040 were calculated utilizing the desired new housing units projection, per the City's Housing Plan (2019).

### New Housing Units 2020-2040

Annual Average

245 Units

Total

4,908 Units

### Existing Housing Units

12,040 Units

Households from 2020 – 2040 were calculated by applying a 5% vacancy rate to the City's projected housing units over this same period. This projection does not include existing households in the Town of Madison that the City will absorb in 2022, as an accurate household count could not be gathered in that portion of the Town, due to data limitations.

### New Households 2020-2040

4,663 Households

\*Source: United States Census ACS - 2017

## Community Input

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The following summarizes housing input gathered from the community, including City residents and committees, via a public opinion survey and public meetings:

- More affordable housing
- Less multi-family housing
- Maintenance of and re-investment in multi-family housing stock in northern neighborhoods while maintaining affordability
- Senior housing needed in close proximity to services (i.e. walkable)
- Less isolated residential neighborhoods

## City Plan & Policies

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The following identifies various existing City plans and policies (including ordinances and committees) that impact housing in the City:

Housing Plan (Adopted: 2019)
Healthy Neighborhoods Initiative (Adopted: 2018)
Community and Economic Development Authority
Housing Committee

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## Housing Themes

The following identifies common housing themes as gleaned from analysis of the various housing data pieces, including hard data, City resident and Committee feedback, and existing City plans and policies.

### **Cost Diversity**

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Provide a variety of price points for existing and new housing in the City.

### **Tenure Diversity**

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Provide a variety of households in the City, including those that own their homes and those that rent their homes.

### **Type Diversity**

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Provide a variety of housing types in the City, including single-family and multi-family.

### **Partnerships**

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The City should work collaboratively with its residents/businesses, other governmental units, and the private development sector to maintain existing and develop new housing in the City.

### **Maintenance**

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The City should work collaboratively to maintain and improve the quality of existing housing in the City.

### **Funding**

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The City should utilize various revenue streams, both internal and external, to maintain existing housing and develop new housing in the City.

### **Appropriate Locations**

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The City should develop new housing in an efficient and economical manner that recognizes social trends and environmental/natural constraints.

# Housing Policy Framework

The following identifies a policy framework for Growing Fitchburg’s Housing from 2020 to 2030., including the following:

- 1. Growth Principles
- 2. Goals, Objectives, & Policies

## Growth Principles



## Goals, Objectives, & Policies

**Goal 1:** Provide for balanced residential growth in the City with a variety of housing types, to promote decent housing and a suitable living environment for all residents, regardless of age, income or family size, and to encourage an adequate supply of affordable housing in each new urban neighborhood.

**Objective 1.1:** Promote development of housing to meet forecasted needs.

**Policy 1.1.1:** Encourage an overall net neighborhood density that is transit-friendly.

**Policy 1.1.2:** Promote a variety of housing options within neighborhoods, including those that provide for diversity in cost, tenure, and type.

**Policy 1.1.3:** Promote a higher level of owner occupied housing compared to renter - occupied units within new neighborhoods.

**Policy 1.1.4:** Provide housing consistent with the economic opportunities provided within the City.

**Objective 1.2:** Promote the development and preservation of long-term entry-level housing for low to moderate income residents.

**Policy 1.2.1:** Promote high-quality, sustainable construction and maintenance of existing housing stock.

## Goals, Objectives, & Policies

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**Policy 1.2.2:** Encourage use of private and public (TIF) programs to meet the housing needs of low-income persons. Consider extending the life of a Tax Incremental District (TID) by one year to the benefit of an affordable housing fund.

**Policy 1.2.3:** Provide smaller lots that encourage sustainable land use and which may assist in the provision of affordable/workforce housing for everyone.

**Policy 1.2.4 :** Form a community land trust fund that can develop long-term affordable workforce housing in Fitchburg.

**Policy 1.2.5:** Review various development fees and consider waivers or reductions to encourage affordable homeownership opportunities.

**Policy 1.2.6:** Promote opportunities for first time buyers through a housing fund.

**Objective 1.3:** Recognize the value of existing housing and established neighborhoods, and support rehabilitation efforts, both public and private, while maintaining the historic, cultural and aesthetic values of the City

**Policy 1.3.1:** Promote maintenance and rehabilitation of existing aging housing stock using sustainable construction techniques, particularly for multi-family housing.

**Policy 1.3.2:** Undertake redevelopment plans to focus on specific areas of the City while maintaining affordability.

**Policy 1.3.3:** Create appropriate transitions between higher densities and existing lower density areas.

**Policy 1.3.4:** Consider the creation of a City fund to lend money at low interest rates, in the form of a second mortgage, to assist in energy conservation updates for low-income residents or for down payments for low-income home purchases.

### **Goal 2: Promote the efficient use of land for housing.**

**Objective 2.1:** Encourage compact neighborhood and development patterns.

**Policy 2.1.1:** Promote Traditional Neighborhood Design (TND) developments to create compactness, efficiency, livability and multi-modal transportation.

## Goals, Objectives, & Policies

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**Policy 2.1.2:** Encourage the development of planned residential areas large enough to allow “mixed uses” with a variety of housing types, complementary commercial and open space uses., as well as the use of innovative design and cluster development.

**Policy 2.1.3:** Undertake housing development with respect to natural resources, environmental corridors, and open space.

**Policy 2.1.4:** Create plans for unused and underutilized land in the existing urban service area to promote in-fill development.

**Policy 2.1.5:** Recognize that development at higher but livable densities promotes wise use of the land resource and reduces land required to meet housing demand, thereby preserving agricultural and other open space land outside the urban service area.

**Policy 2.1.6:** Promote sound sustainable housing design through application of zoning, land division, and architectural review measures where possible.

**Objective 2.2:** Promote residential development in areas with existing infrastructure and sewer prior to promoting growth at the periphery where new utility and service expansion are needed.

**Policy 2.2.1:** Locate housing in areas that are served by full urban services, including sanitary sewers and public water, with convenient access to community facilities, employment centers and to arterial highways.

**Policy 2.2.2:** Do not allow unsewered subdivisions.

**Policy 2.2.3:** Limit rural residential development to dwellings sited in accord with the Rural Residential Siting Criteria (RRDC) or in select planned rural cluster areas. (RRDC is not created to allow subdivisions, but to limit rural housing to suitable areas.)

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# 2.B Jobs & Education

This chapter sub-section of the Plan addresses State of Wisconsin statutory requirements for the economic development, agricultural resources, utilities and community facilities, and implementation elements of a comprehensive plan.



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# Jobs & Education

This section includes:

1. **Jobs & Education Data**

- **Hard Data:** What is the current and future state of jobs and education in the City?
- **Community Input:** What are people saying about jobs and education in the City?
- **City Plans and Policies:** What existing plans and policies impact jobs and education in the City’?

2. **Jobs & Education Themes:** How does the data inform the City’s jobs and education goals?

3. **Jobs & Education Policy Framework:** What are the City’s jobs and education goals and how will they be achieved?

Definitions

- **Industry cluster:** A geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular field, allowing for increases in productivity, with which companies can compete, nationally and globally
- **Labor force:** The portion of the population age 16 and over that is employed or available for work, including people who are in the armed forces, employed, unemployed, or actively seeking employment
- **Unemployment rate:** Percent of labor force who are unemployed and are actively seeking paid employment
- **White-collar occupation:** Professional, technical, or service-related employment positions

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## Jobs & Education Data

Jobs and education data presented includes:

1. **Hard Data:** Maps and inventory of the following:

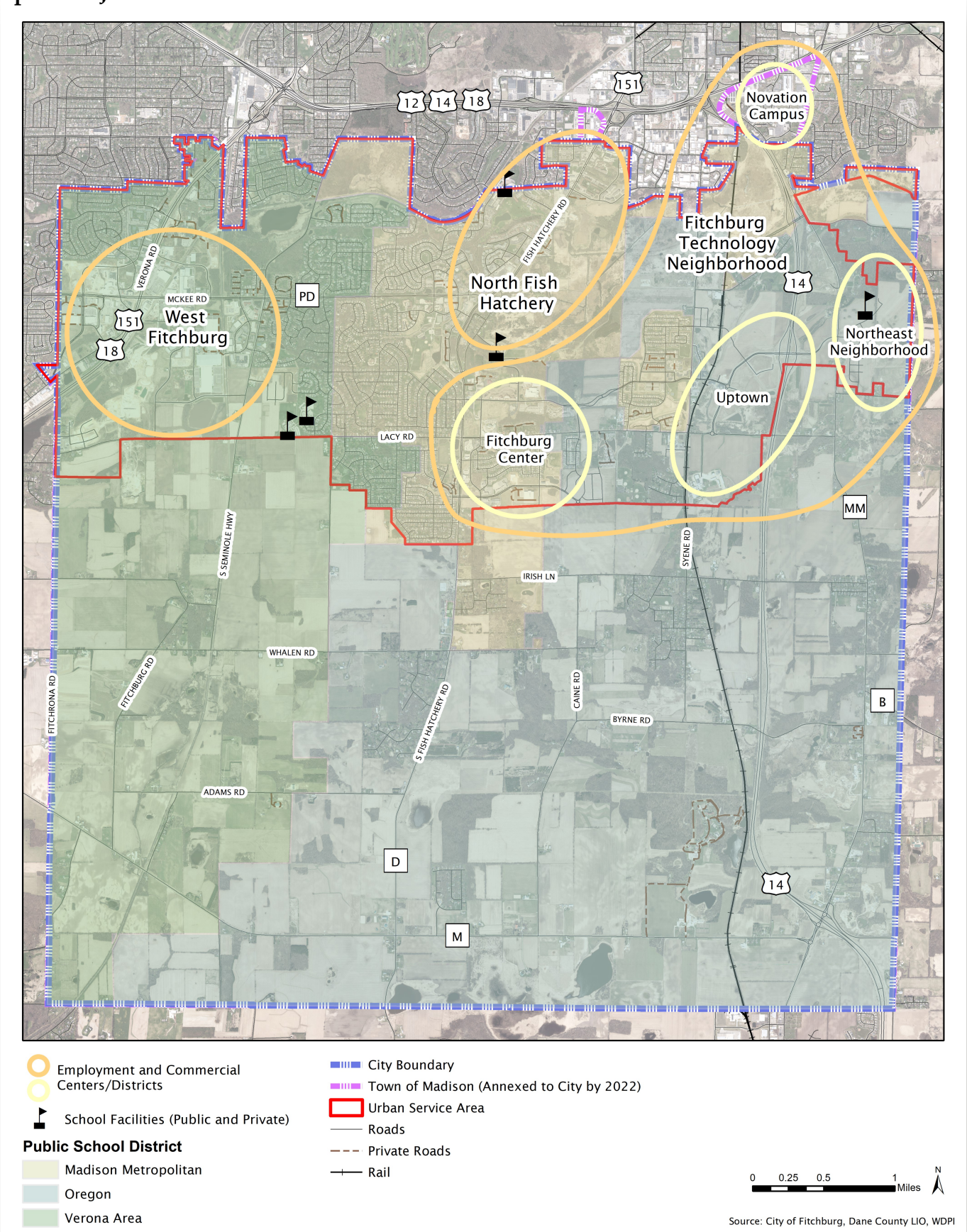
- **Labor Force:** Participants, unemployment rate, occupation and industry sectors, household incomes, and commuting times and locations
- **Employers:** Industry clusters and major employers
- **Partner Organizations and Employment and Commercial Centers/Districts**

2. **Community Input:** Summary of jobs and education input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees

3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact jobs and education in the City

Hard Data

Map 2.B.1: Jobs and Education

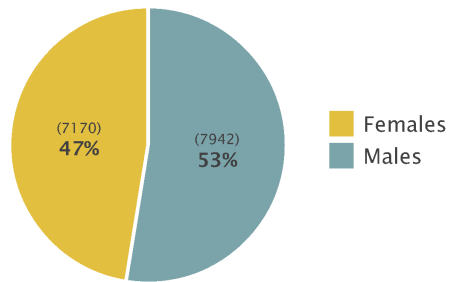


## Labor Force\*

**Figure 2.B.1: Labor Force**

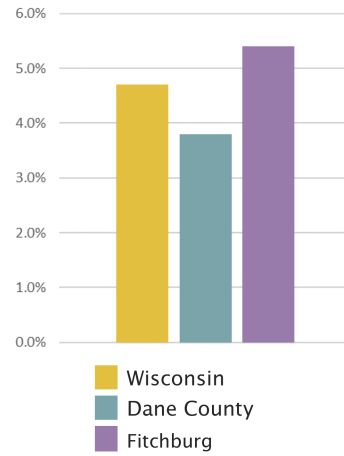
Participants Ages 20-64

**15,113 (83.6%)**



The labor force is comprised of 53% males and 47% females.

**Figure 2.B.2: Unemployment Rate**

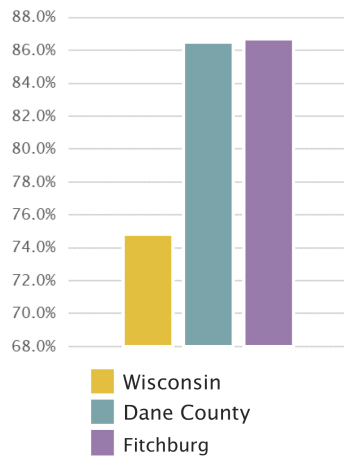


**Fitchburg: 5.4%**

**Dane County: 3.8%**

**Wisconsin: 4.7%**

**Figure 2.B.3: White Collar Employment**

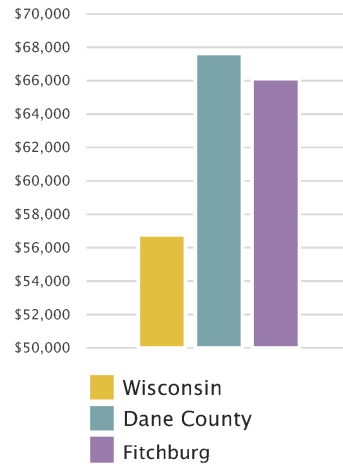


**Fitchburg: 86.7%**

**Dane County: 86.5%**

**Wisconsin: 74.8%**

**Figure 2.B.4: Median Household Income**



**Fitchburg: \$66,110**

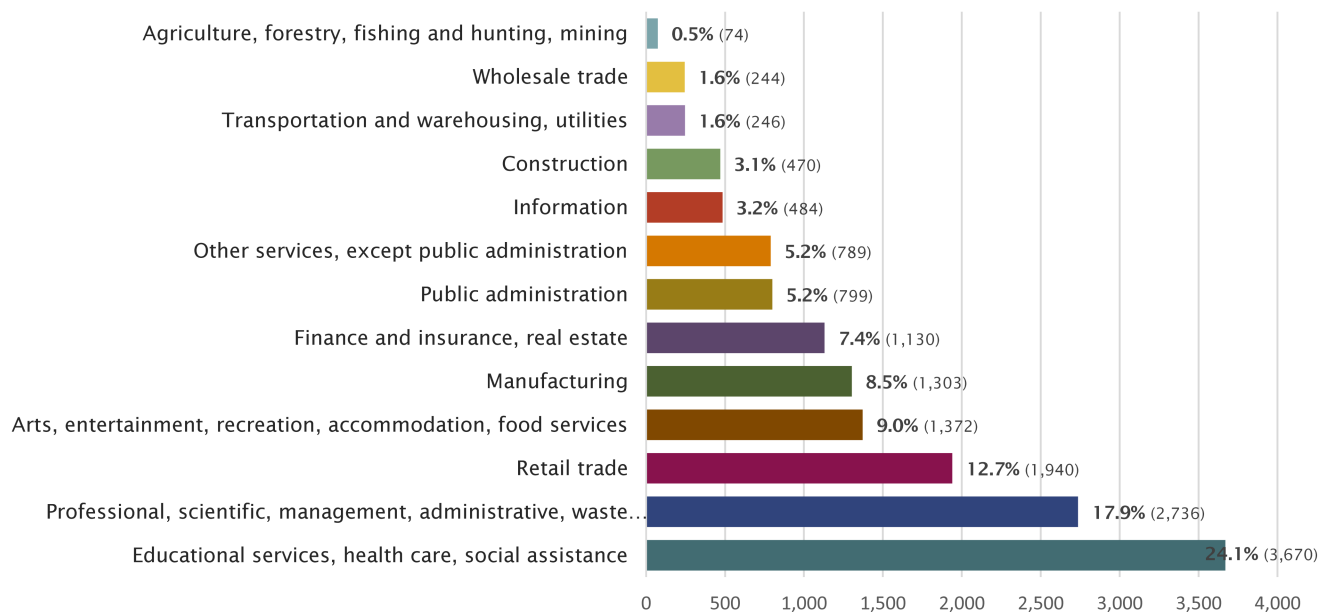
**Dane County: \$67,631**

**Wisconsin: \$56,759**

\*Source: United States Census ACS — 2017

# Labor Force\*

**Figure 2.B.5: Industry Sectors**



\*Source: United States Census — 2017

Labor Force\*

Figure 2.B.6: Average Daily Commute

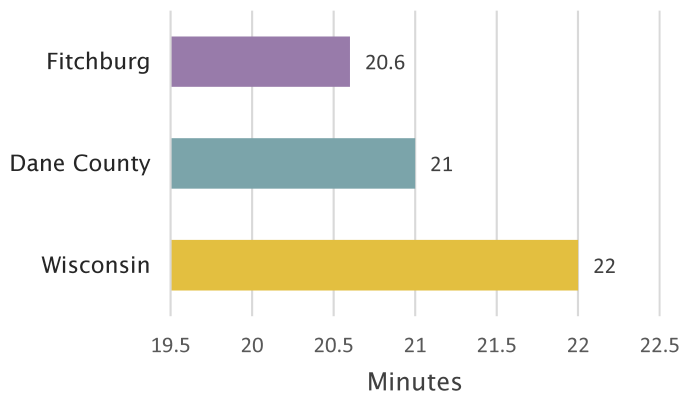


Figure 2.B.7: Commuting Patterns

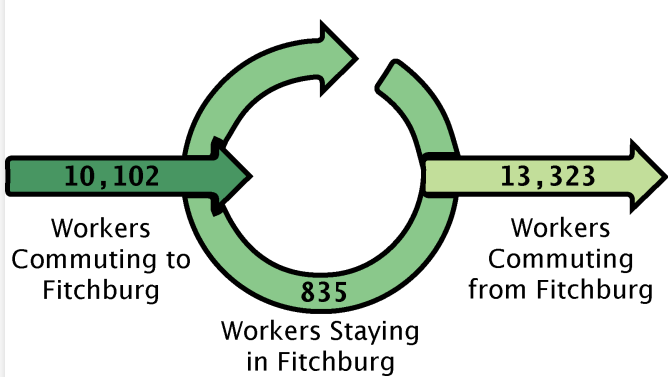
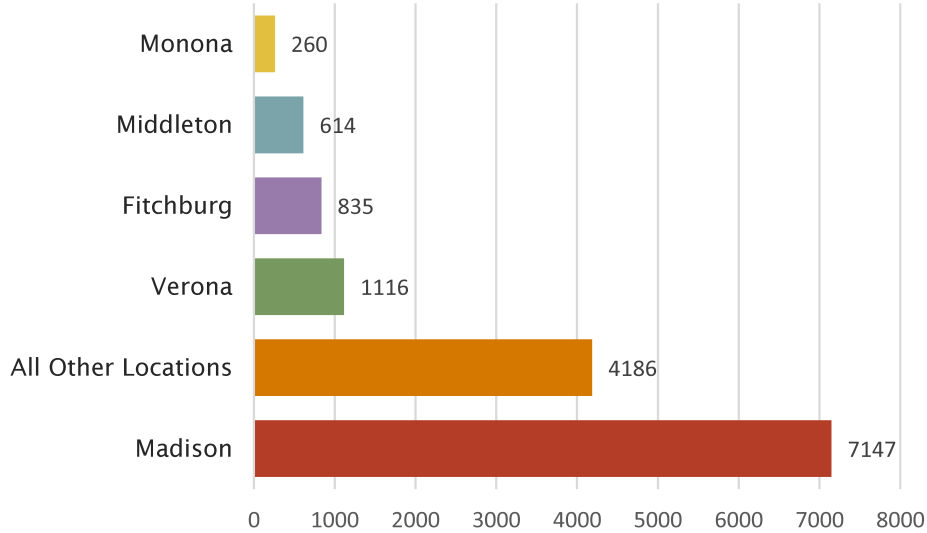


Figure 2.B.8: Commuting Location



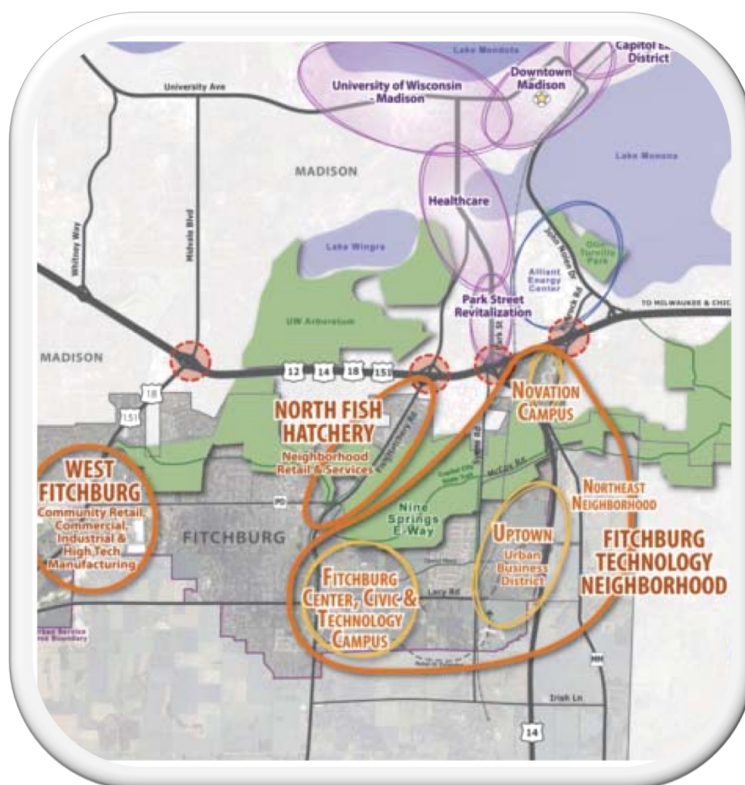
- 6% of the City’s labor force works in the City.
- 50% of the City’s labor force works in the City of Madison.

\*Source: United States Census— 2017

## Major Employers

Employer	# of Employees
Sub-Zero Group Inc.	1,400
Promega Corp.	880
Aggrace HospiceCare Inc.	556
Placon Corporation	480
Super Target	450
Thermo Fisher	430
Hy-Vee, Inc	406
Certco	296
CDW	261
City of Fitchburg	260
Tri-North Builders	250
Oakhill Correctional Facilities	250
General Beverage	230
Wingra Stone Co. / Redi-Mix, Inc.	200

## Employment and Commercial Centers/Districts (See Map 2.B.1 for further detail)



### Industry Clusters

- Biotechnology
- Information Technology
- Advanced Manufacturing
- Agriculture

## Partner

### Organizations

Various local, regional, and state organizations also partner with the City in supporting job-creation, maintenance, and expansion in the City.

### Organization

### Area of Influence

Fitchburg Chamber of Commerce, Latino Chamber of Commerce, Madison Black Chamber of Commerce	City
MadREP	8 Counties (Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk)
Wisconsin Economic Development Corporation	State

Education

The City is home to three public school districts and four public school facilities.

Two public post-secondary educational institutions are located in the City of Madison, in close proximity to the City. Various trade and technical facilities can be found throughout the community.

Public School District	Facility	Post-Secondary Educational Institutions
Madison Metropolitan	Aldo Leopold Elementary School	University of Wisconsin—Madison
Verona Area	Stoner Prairie Elementary School	Madison College
	Savannah Oaks Middle School	
Oregon	TBD Elementary School	

Figure 2.B.9 Public School Enrollment

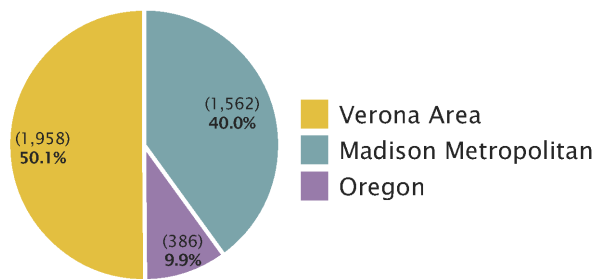
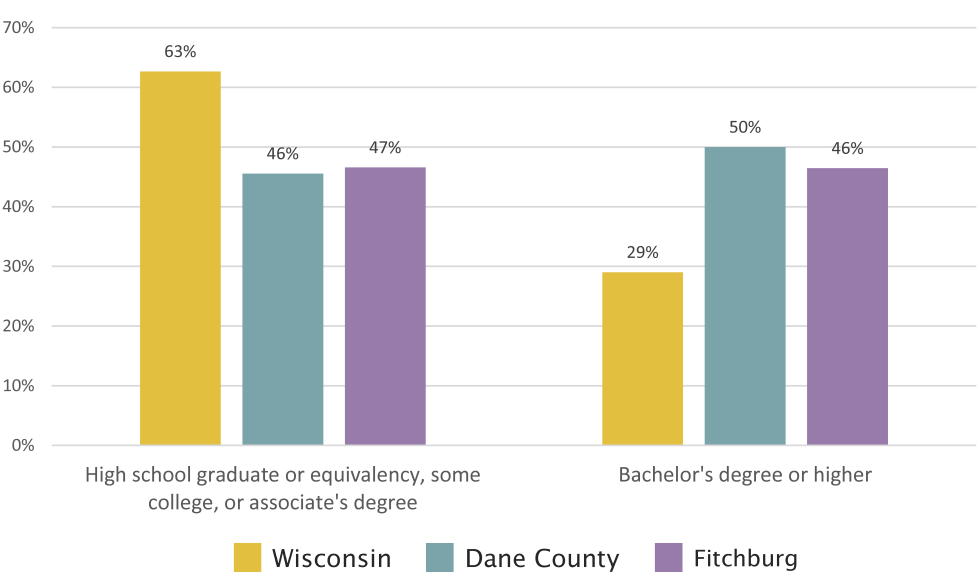


Figure 2.B.10 Education Levels



## Community Input

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The following summarizes jobs and education input gathered from the community, including City residents and committees, via a public opinion survey and public meetings:

- Lack of City identity and “city center”
- More land planned for industrial uses needed
- Re-investment in northern neighborhoods
- Flexibility desired to accommodate unforeseen economic development opportunities
- More “entertainment” options needed (i.e. restaurants, shopping, etc.)
- Development of agricultural sector/local food system is important
- Quality schools but lack of “unified” school district is a hindrance
- Lack of consensus on desired City growth rate
- Emphasize or encourage due consideration of industrial and commercial land uses in planning for the South Stoner Prairie Neighborhood (CEDA)

## City Plan & Policies

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The following identifies various existing City plans and policies (including ordinances and committees) that impact jobs and education in the City:

City in Motion (Adopted: 2018)

Healthy Neighborhoods Initiative (Adopted: 2019)

Revolving Loan Fund

Hotel Room Tax

Community and Economic Development Authority

Healthy Neighborhoods Grant Review Committee

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## **Jobs & Education Themes**

The following identifies common jobs and education themes as gleaned from analysis of the various data pieces, including hard data, City resident and Committee feedback, and existing City plans and policies.

### **Healthy Neighborhoods**

The City should work towards developing and maintaining “healthy” neighborhoods that consist of quality, diverse housing, adequate gathering/social spaces, and horizontal and vertical land use “mixing” offering live/work/play options with multi-modal access and attractive streetscapes. The City should work with businesses and residents to encourage employment or business development within or serving areas identified in the Healthy Neighborhoods Initiative.

### **Major Corridors/Gateways**

The City should develop or re-develop its major corridors, or gateways, in a manner that recognizes their geographical significance, potential economic value, and “place-making” capacity. These corridors or gateways include McKee Road, McCoy Road, Seminole Highway, Fish Hatchery Road, and Lacy Road.

### **Districts/Nodes**

The City should continue to utilize a strategic, unified approach to develop and market/brand the various districts, or nodes, in the City, as follows:

- North Fish Hatchery
- West Fitchburg
- Fitchburg Technology Neighborhood
  - \* Novation Campus
  - \* Northeast Neighborhood
  - \* Uptown
  - \* Fitchburg Center

### **City Land Acquisition and Site Assembly**

The City should explore land acquisition and development partnerships as a means to spur additional re-development and new development in specific, appropriate locations.

## Jobs & Education Themes

### Business/Workforce Attraction and Retention

The City should continue to utilize various incentives, including Tax Incremental Financing (TIF), to attract and retain businesses/workforce.

### Sector Promotion

The City should continue to develop and enhance its identity, and promote its geographical attributes, via marketing and branding of the following four sectors:

- Science and Technology
- Performing Arts and Culture
- Sports and Recreation
- Agriculture
- Service

### Technology

The City should continue to ensure that its residents and businesses have access to required technological needs, including the latest iterations of high-speed broadband or wireless technology such as 5G cellular coverage.

### Partnerships

The City should work collaboratively with its residents/businesses, other governmental units, and the private sector to maintain existing and develop new job and education opportunities in the City, including partnerships with the City of Madison and other interested parties in the northern portions of the City and the southern portion of the City of Madison.

### Communication

The City should continue to actively engage with landowners and private development interests to encourage quality and appropriate development in a timely manner that reflects market demands and trends, and achieves the goals of both parties.

### Schools

The City should continue to recognize the limitations of lacking a “unified” school district within the City, and work in other areas to address these limitations, including planning for potential future locations of public or private school facilities in the City, in appropriate locations.

## Jobs & Education Policy Framework

The following identifies a policy framework for Growing Fitchburg’s Jobs and Education from 2020 to 2030, including the following:

1. Growth Principles
2. Goals, Objectives, & Policies

### Growth Principles

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Sustainable



Vibrant



Equitable



Cooperative

### Goals, Objectives, & Policies

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**Goal 1: Encourage economic development opportunities appropriate to the resources, character, and service levels in the City.**

**Objective 1.1:** Encourage the creation of compact mixed-use activity centers as an alternative to suburban style, single use, low-density office and research parks.

**Policy 1.1.1:** Support development of mixed use centers that contain a strategic mix of uses, taking into account market demand and economic analysis, including residential, retail, office, service and civic, and open space.

**Policy 1.1.2:** Encourage greater floor area ratios and taller buildings with provision of underground or structured parking.

**Policy 1.1.3:** Ensure mixed use and employment centers are visible and easily accessible to existing or planned transit routes.

**Policy 1.1.4:** Focus on providing neighborhood or community commercial activities, including soft goods destination shopping, that meets the needs of City residents and businesses, and recognize that retail anchors that are well-designed and sited in appropriate areas generate customers that strengthen the trade area providing a more economically viable market for the locally-owned shops and restaurants. (Mixed use center retail/services activities shall also relate to the planned retail hierarchy within the City.)

**Policy 1.1.5:** Avoid strip commercial buildings and encourage clustering of commercial uses in planned centers or other compact commercial areas in order to maximize consumer safety and convenience, improve traffic safety and flow, and enhance economic viability.

## Goals, Objectives, & Policies

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**Policy 1.1.6:** Carefully integrate commercial development and mixed use developments with residential areas.

**Policy 1.1.7:** Identify areas that are most appropriate for mixed-use centers and explore opportunities to incentivize said development in these areas.

**Policy 1.1.8:** Add live-work zoning options in residential neighborhoods.

**Policy 1.1.9:** Consider the creation of financial assistance programs or a parking utility to improve the fiscal viability of structured parking within a mixed-use, compact development scenario.

**Objective 1.2:** Provide for retail and service areas that are adequately sized and appropriately placed within neighborhoods and the City.

**Policy 1.2.1:** Adequately size, and appropriately time and locate, retail and service developments so as to meet the demands of the targeted service population.

**Policy 1.2.2:** Promote flexibility in design of retail/service centers to promote re-use.

**Policy 1.2.3:** Avoid over-establishment of retail centers that weaken existing retail areas and underutilize the land resource. (Market research and demand should be the basis for determining the appropriate square footage of mixed use/retail components of neighborhood plans to ensure that they are economically viable and sustainable.)

**Objective 1.3:** Recognize the changing needs of the agricultural industry and support agricultural based businesses.

**Policy 1.3.1:** Support the economic health of agriculture production in the City.

**Policy 1.3.2:** Support agriculture and agriculture-related, and agriculture-dependent businesses in agricultural areas where there will be minimal impact on surrounding properties.

**Policy 1.3.3:** Avoid establishment of non-agriculturally related commercial and business development outside the urban service area.

**Policy 1.3.4:** Identify areas that are most appropriate for agricultural-research, agricultural development, and agricultural technology businesses, to include adjacent agriculture lands if necessary to support said businesses.

## Goals, Objectives, & Policies

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**Policy 1.3.5:** Consider the creation of a financial assistance program to assist family farms in expansion, improvements or transitions to future agricultural operations.

**Objective 1.4:** Grow the City's economy while preserving quality of life and protecting environmental, natural, and cultural resources.

**Policy 1.4.1:** Evaluate business development in terms of short- and/or long-term economic benefits, environmental impacts, and compatibility with adjacent land uses.

**Policy 1.4.2:** Require the disclosure of any soil or groundwater contamination on sites before approving development proposals.

**Policy 1.4.3:** Strive for a jobs/housing balance within the City.

**Policy 1.4.4:** Promote and encourage sustainable design through the development of guidelines and incentives that meet sustainable design criteria (e.g. LEED's, Green Globes, BREEM, Minnesota Sustainable Design Guidelines or other sustainable practices).

**Policy 1.4.5:** Require high-quality architectural design for commercial and business projects that provide for a meaningful work-recreation environment and focus on themes that complement the neighborhood and surrounding properties, but avoids monotonous patterns.

**Policy 1.4.6:** Assist in the development of a reliable power and high technology infrastructure.

**Objective 1.5:** Foster entrepreneurship, job growth, businesses retention, expansion and recruitment.

**Policy 1.5.1:** Maintain a database of improved and available commercial and industrial sites and facilitate access to other economic development programs such as the Certified Sites program through the Wisconsin Economic Development Corporation.

**Policy 1.5.2:** Be responsive and supportive to, and maintain a positive environment for, the City's business and development customers.

**Policy 1.5.3:** Examine ways to accelerate the development review process while recognizing the purpose and value of open public review.

## Goals, Objectives, & Policies

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**Goal 2: Emphasize business development projects that create solid property tax base, well-paying jobs, and diverse employment opportunities, and are sensitive to the environment.**

**Objective 2.1:** Use business and industrial land and related infrastructure efficiently to achieve strong commercial/industrial/manufacturing property tax base.

**Policy 2.1.1:** Establish design and density standards for business and industrial sites that foster strong property tax base density, while recognizing the operational needs of those users.

**Policy 2.1.2:** Develop financial incentives/guidelines that promote goals of efficiency and density for business and industrial zoning.

**Policy 2.1.3:** Emphasize research/technology and office commercial development, but also recognize the requirements for a diverse local economy and workforce.

**Policy 2.1.4:** Review commercial/industrial development proposals in an expeditious manner as a means to promote and facilitate economic development.

**Policy 2.1.5:** Respond to market demand for new commercial/industrial developments through the review and consideration of these developments when they are proposed.

**Objective 2.2:** Use business and industrial land and related infrastructure efficiently to reduce negative impacts on the environment.

**Policy 2.2.1:** Locate employment areas where multi-modal transportation is, or will be made available, and encourage businesses to promote alternative means of transportation.

**Policy 2.2.2:** Encourage the clustering of industrial/manufacturing uses in planned industrial/manufacturing areas, in or adjacent to existing centers of development, so that they are readily accessible from residential areas but are visually and functionally compatible with them.

**Policy 2.2.3:** Promote “clean” industrial/manufacturing uses. and ensure the City has an adequate supply of land for industrial development.

## Goals, Objectives, & Policies

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**Policy 2.2.4:** Encourage business uses to plan for ultimate build-out scenarios at their current sites, so as to avoid relocation with the understanding that greater density and floor area ratios will be realized over time.

**Policy 2.2.5:** Work with businesses in commercial and industrial areas to promote retention and expansion.

**Objective 2.3:** Expand and promote business revitalization efforts.

**Policy 2.3.1:** Support long-term planning for commercial and business areas to identify future needs and potential for revitalization.

**Policy 2.3.2:** Promote business opportunities that accentuate to the City's attributes, such as recreation trails and the Nine Springs E-Way.

**Policy 2.3.3:** Develop guidelines and implementation strategies to affect the planning and redevelopment of underdeveloped or infill properties in the current urban service area, emphasizing diversity of land use

**Policy 2.3.4:** Implement the City's economic development positioning framework as a strategic, action-oriented complement to the Comprehensive Plan.

**Policy 2.3.5:** Develop architectural design guidelines in appropriate areas such as redevelopment areas or along major corridors.

**Objective 2.4:** Target business recruitment efforts to fill gaps identified in trade-area market analysis.

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# 2.C Recreation

This chapter sub-section of the Plan addresses State of Wisconsin statutory requirements for the utilities and community facilities, cultural resources, and implementation elements of a comprehensive plan.



# Recreation

This section includes:

1. **Recreation Data**

- **Hard Data:** What is the current and future state of recreation in the City?
- **Community Input:** What are people saying about recreation in the City?
- **City Plans and Policies:** What existing plans and policies impact recreation in the City?

2. **Recreation Themes:** How does the data inform the City’s recreation goals?

3. **Recreation Policy Framework:** What are the City’s recreation goals and how will they be achieved?

Definitions

***Path:*** A paved, off-road transportation route designed for pedestrians and bicyclists, owned and managed by the City

***Trail:*** A paved, off-road transportation route designed for pedestrians and bicyclists, owned and managed by an entity other than the City

---

## Recreation Data

Recreation data presented includes:

1. **Hard Data:** Map and inventory of the following recreation areas, facilities, services, and events:

- **Recreation by the Numbers:** Various characteristics related to City’s recreation system
- **Recreation Map:** Parks, paths, trails, community facilities, cultural resources, and entertainment districts
- **Entertainment Districts:** West Fitchburg- Orchard Pointe District, North Fish Hatchery, West Fitchburg-McKee Road, and Fitchburg Center

2. **Community Input:** Summary of recreation input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees

3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact recreation in the City

## Hard Data

### Recreation by the Numbers

#### Parks and Recreation Land and Facilities

**410**

acres of City land

**124**

acres of Community Parks (Whole City service radius)

**72**

acres of Area Parks (1/2 mile service radius)

**145**

acres of Neighborhood Parks (1/4 mile service radius)

**38**

acres of Natural Areas

**31**

acre 9-Hole Golf Course

**1,259**

acres of County, State, and Federal land

**554**

acres of County land

**482**

acres of State land

**223**

acres of Federal land

**1**

Library and Senior Center

#### Trails

**90**

miles of bike trails, paths, and routes

#### Recreational Programming and Services

**200+**

City recreational programs

**3,400**

participants of all ages

#### Cultural Resources

**5**

buildings listed on the national Register of Historic Places

**6**

one-room school houses

**11**

local landmarks

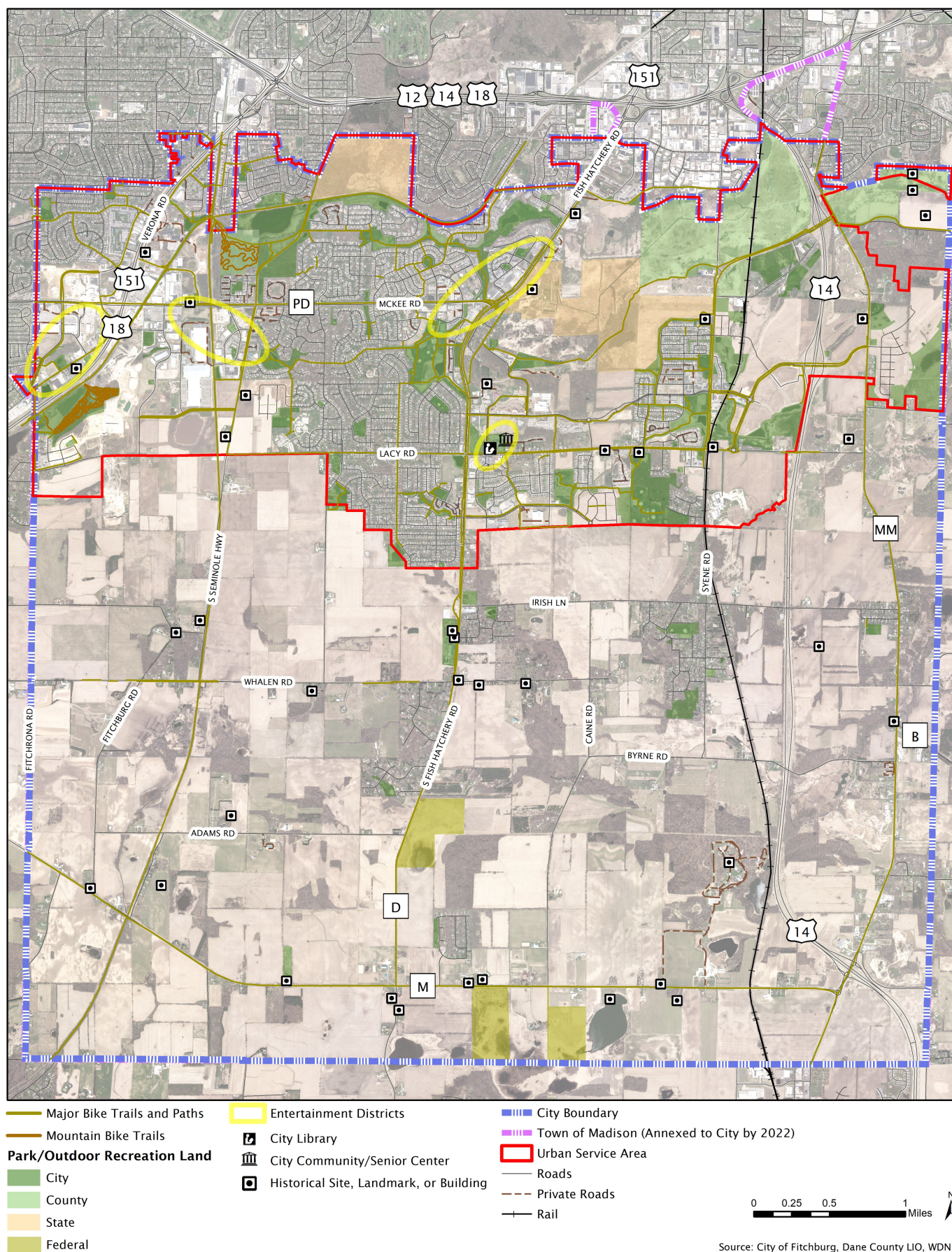
**18**

historic buildings

Annual prominent recreational events in the City include Festa Italia, Concerts at McKee, and Pack 'n the Park, all at McKee Farms Park.

A year-round farmers market is hosted on Research Park Drive in the summer months and in the City's Community Center during winter months.

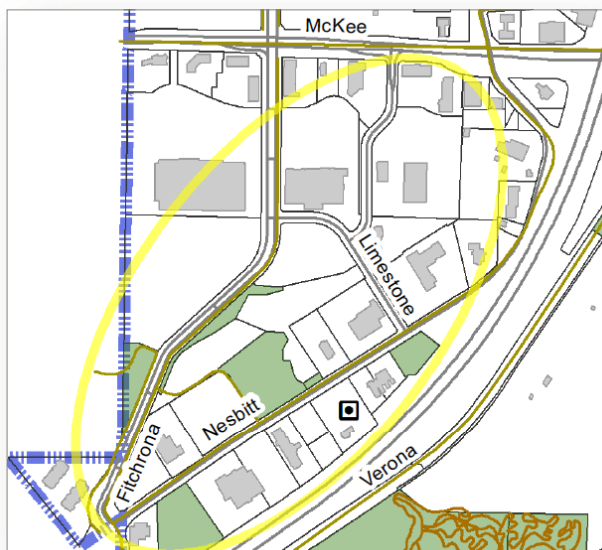
### Map 2.C.1: Recreation



## Entertainment Districts

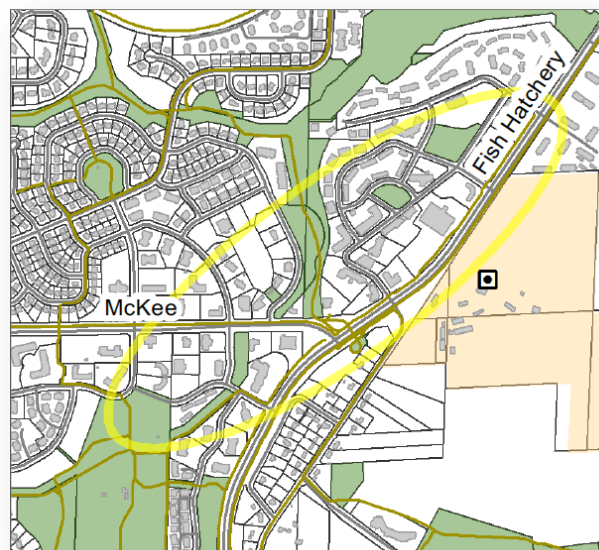
The following identifies various entertainment districts in the City, as well as recreational amenities in these districts (see Map 2.C.1 for further detail):

### West Fitchburg- Orchard Pointe District



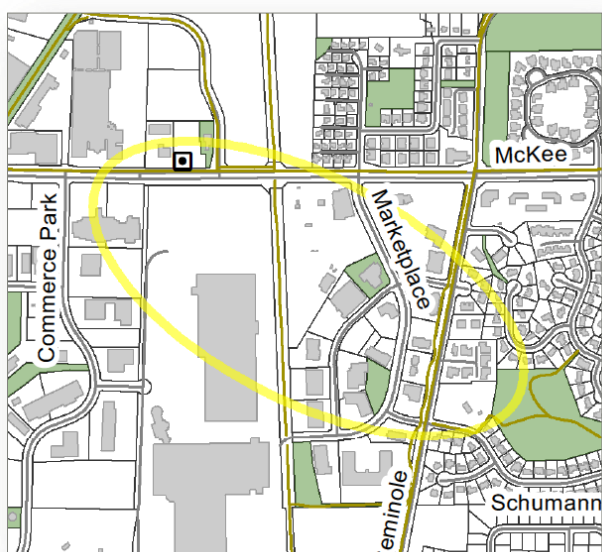
Eat, drink, and shop, hop on a mountain bike trail, or check out a building listed on the National Register of Historic Places.

### North Fish Hatchery District



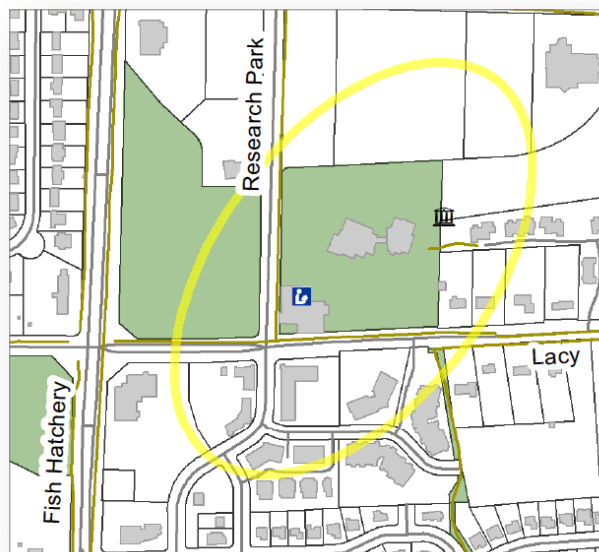
Eat, drink, and shop, or visit McKee Farms where Festa Italia is hosted every year in early summer.

### West Fitchburg-McKee Road District



Eat, drink, and shop, or head out to the movies.

### Fitchburg Center District



Eat and drink, stop by the library or community center, or check out the weekly farmers market located just down the street.

Community Input

The following summarizes recreation input gathered from the community, including City residents and committees, via a public opinion survey and public meetings:

- Parks/open space, trails/paths, and library are high-quality amenities and City “assets”
- Neighborhood centers/gathering places and other large-scale recreational and community amenities needed (i.e. pool, public art, etc.)
- More “entertainment” options needed (i.e. restaurants, shopping, etc.)

City Plan & Policies

The following identifies various existing City plans and policies (including ordinances and committees) that impact recreation in the City:

Parks, Open Space, and Recreation Plan (Adopted: 2016)
Library Strategic Plan (Adopted: 2019)
Senior Center Plan for Growth (Adopted: 2018)
Land Division Ordinance (Chapter 24)
Historic Preservation Ordinance (Chapter 29)
Parks Commission
Commission on Aging Well
Library Board
Landmarks Preservation Committee

## Recreation Themes

The following identifies common recreation themes as gleaned from analysis of the various recreation data pieces, including hard data, City resident and Committee feedback, and existing relevant City plans and policies.

### Districts & Nodes

The City should continue to utilize a strategic, unified approach to develop and market/brand the various districts, or nodes, in the City.

### Park Impact Fees

The City should work with all relevant parties, including the Park Commission, Housing Committee, Plan Commission, residents, developers, and relevant staff to analyze and propose modifications to the City's park impact fees structure that meet the goals of all of the aforementioned parties.

### Identity and Revenue

The City should continue to work to maintain and enhance its parks/paths/trails, including marketing and branding thereof, as these amenities offer various opportunities to create identity and economic development opportunities.

### Connectivity and Navigability

The City should continue to work to ensure its trails and paths are integrated and intuitively orientated, to ensure maximum use and ease in navigating.

### Themes/Signature Parks

The City should continue to recognize the unique attributes of specific properties within its park system, and develop and manage these properties in a manner that addresses "niche" recreation uses and emerging social/recreation trends and demand.

### Ecosystems

The City should continue to develop and manage its park system, including landscaping and stormwater management, in a manner that protects and enhances the natural environment.

## Recreation Themes

### **Community Building**

The City should continue to explore opportunities to develop and manage facilities that provide residents a physical space to socialize and gather in close proximity to where they live.

### **Funding**

The City should utilize various revenue streams, both internal and external, to maintain existing and develop new recreation opportunities in the City.

### **Partnerships**

The City should work collaboratively with its residents/businesses, other governmental units, and the private development sector to maintain existing and develop new recreation opportunities in the City.

### **Affordability**

The City should strive to provide recreational opportunities that are easily accessible and affordable to residents, particularly in areas identified in the Healthy Neighborhoods Initiative.

# Recreation Policy Framework

The following identifies a policy framework for Growing Fitchburg’s Recreation from 2020 to 2030, including the following:

1. Growth Principles
2. Goals, Objectives, & Policies

## Growth Principles



Sustainable



Vibrant



Equitable



Cooperative

## Goals, Objectives, & Policies

**Goal 1: Improve the City’s park and open space system by enhancing outdoor recreation, enhancing natural resources, and practicing ecological stewardship.**

**Objective 1.1:** Plan, acquire, and develop additional parks to help meet the outdoor recreation needs of the City’s population and protect environmentally sensitive areas.

**Policy 1.1.1:** Identify park classification needs during the neighborhood planning process to ensure that the City plans and acquires sites with proper location and size.

**Policy 1.1.2:** Continue to meet City resident needs based on the hierarchy of parks outlined in the City’s Parks, Open Space and Recreation Plan.

**Policy 1.1.3:** Identify and develop Community Park sites to serve the west side of the City.

**Policy 1.1.4:** Continue the requirement of dedication of park land or park fees.

**Policy 1.1.5:** Consider an update to the City’s park dedication requirements to provide appropriate small parks and contributions to regional park facilities for urban neighborhoods.

**Policy 1.1.6:** Consider an update to the park dedication requirement that recognizes the contribution of larger environmental corridors to the total open space provided, and create a management plan that lists potential recreational uses within the larger environmental corridors, provided it is not contrary to resource protection measures or other relevant recommendations of a neighborhood plan or special study.

## Goals, Objectives, & Policies

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**Objective 1.2:** Continue the process of improvements to existing parks in order to meet current recreational needs.

**Policy 1.2.1:** Maintain an inventory of existing parks and develop a routine facilities maintenance schedule.

**Policy 1.2.2:** Encourage the planting and maintenance of trees and the management of invasive species within the park and open space system in order to ensure the health of the City's urban forest.

**Policy 1.2.3:** Recognize that as demographics and social characteristics of current park uses change that the type and level of necessary park facilities may also change.

**Objective 1.3.:** Plan and design parks and open space to sustain environmentally sensitive features and reduce negative environmental effects.

**Policy 1.3.1:** Ensure that the environmental and aesthetic qualities of the City are preserved and enhanced, and explore opportunities for public art and other prominent recreational amenities.

**Policy 1.3.2:** Preserve and maintain selected wooded areas, vegetative cover, streams, ponds, natural drainage ways, and other natural resources in and around the City.

**Policy 1.3.3:** Develop and maintain programs to control detrimental and encourage beneficial insects and other wildlife.

**Policy 1.3.4:** Maintain or improve the quality of water resources in the City.

**Policy 1.3.5:** Adopt a long-term Parks and Open Space Proposal for future parks/recreation facilities and protected open space.

**Objective 1.4:** Connect linear parks and paths for walking and bicycling between neighborhoods and districts, and to connect environmental corridors and provide for wildlife movement.

**Policy 1.4.1:** Use resource-based open space planning to encourage connectivity and environmental protection and enhancement.

## Goals, Objectives, & Policies

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**Policy 1.4.2:** Work in accord with the City's Bicycle and Pedestrian Plan in planning for linear parks and paths.

**Objective 1.5:** Examine the creation of a central park and open space system.

**Policy 1.5.1:** Integrate environmentally sensitive areas, active recreation, and resource protection into a parks and open space network.

**Policy 1.5.2:** Encourage the refinement of a central park and open space proposal in the Parks, Open Space and Recreation Plan.

**Goal 2: Continue to maintain and enhance the City's library and Senior Center to meet the needs of the City's population.**

**Objective 2.1:** Work to meet the library service needs of the City's residents.

**Policy 2.1.1:** Work with the Library Board to meet the library service needs of City's residents.

**Policy 2.1.2:** Work with the South Central Library System on promotion of area libraries and bookmobile service.

**Objective 2.2:** Provide and maintain facilities and services to support the City's senior residents.

**Policy 2.2.1:** Work with the Commission on Aging Well to meet the service needs of the City's senior residents.

**Policy 2.2.2:** Provide facilities and services with the intention of promoting and maintaining a reasonable independent quality of life for the City's senior residents.

**Goal 3: Promote and preserve the City's cultural resource base.**

**Objective 3.1:** Encourage the preservation of significant natural, cultural, and historical features.

**Policy 3.1.1:** Maintain and update, where and when appropriate, the inventory of cultural resources within the City.

## Goals, Objectives, & Policies

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**Policy 3.1.2:** Encourage the preservation of significant cultural, historical, and natural features in development proposals. (Where preservation of such features is not practical, the City encourages the integration of such features into the design of projects to the extent practical.)

**Policy 3.1.3:** Examine funding opportunities to undertake comprehensive historic and cultural resource inventory.

**Policy 3.1.4:** Utilize state and federal programs or grants when available and appropriate to educate, enhance and protect historical properties.

**Objective 3.2:** Encourage compliance with applicable federal, state, and local environmental, cultural resource, and historical preservation laws and ordinances.

**Policy 3.2.1:** Continue to use the Historic Landmark Preservation Ordinance to designate locally significant historical buildings and sites.

**Policy 3.2.2:** Encourage applicants who must obtain permits pursuant to federal, state, and local environmental, cultural resource, and historical preservation laws and ordinances to share with the City such permits and related background information at the time of application submittal.

**Policy 3.2.3:** Maintain contact with the local and/or state historical society representatives to better understand available programs and resources.

**Policy 3.2.4:** Work with local, regional, and state tourism promotional groups such as the State Heritage Tourism Council and the Wisconsin Department of Tourism to promote and protect local cultural resources.

**Goal 4: Actively seek to strengthen strong cultural and social history and community identity.**

**Objective 4.1:** Retain, enhance, and promote the inviting atmosphere of the City.

**Policy 4.1.1:** Encourage the development of unique City themes.

**Policy 4.1.2:** Encourage social activities and gatherings, and other local events that strengthen local traditions.

## Goals, Objectives, & Policies

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**Policy 4.1.3:** Use the Comprehensive Plan, Zoning Ordinance, and Land Division Ordinance as tools to encourage locally appropriate development and to maintain the integrity of undeveloped open space and agricultural areas.

**Policy 4.1.4:** Prepare and distribute educational material regarding the City's unique historic sites to encourage their protection.

**Policy 4.1.5:** Recognize the value of existing rural sub-divisions or enclaves, with these enclaves integrated, where possible, with new sub-divisions.

**Policy 4.1.6:** Continue to value the City's ethnic diversity by actively seeking to involve all groups in activities and governance.

# **3 What are the Tools of Fitchburg's growth?**

**▣ 3.A Transportation**

**▣ 3.B Energy & Resources**

**▣ 3.C Government & Services**

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# 3.A Transportation

This sub-section of the Plan addresses State of Wisconsin statutory requirements for the transportation and implementation elements of a comprehensive plan.



# Transportation

This section includes:

## 1. Transportation Data

- **Hard Data:** What is the current and future state of the City’s transportation system?
- **Community Input:** What are people saying about the City’s transportation system?
- **City Plans and Policies:** What existing plans and policies impact the City’s transportation system?

2. **Transportation Themes:** How does the data inform the City’s transportation goals?

3. **Transportation Policy Framework:** What are the City’s transportation goals and how will they be achieved?

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## Transportation Data

Transportation data presented includes:

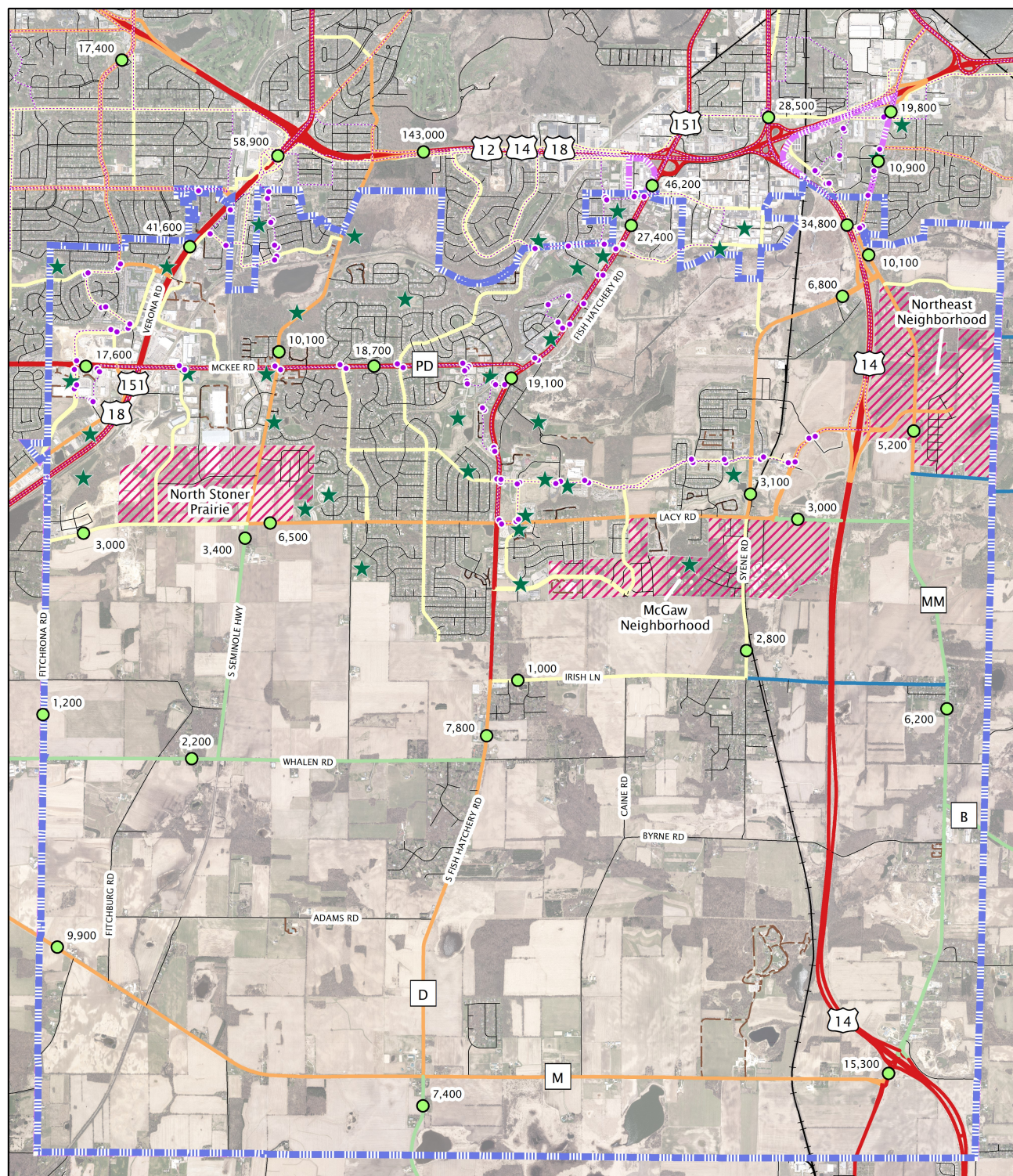
1. **Hard Data:** Maps and inventory of the following:
  - **Transportation Network:** Roads, trails and paths, rail and air
  - **Transportation Network Use:** Volume, commuting, public transit, truck routes, ride-sharing services, and partner plans
2. **Community Input:** Summary of transportation input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees
3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact transportation in the City

## Definitions

- **Community Destinations:** Areas where people are most likely to walk to, including schools, parks and other civic amenities, and employment, commerce, and leisure/recreation activity centers, as identified in the City’s Bicycle and Pedestrian Plan (2017)
- **Functional Classification:** The grouping of highways, roads, and streets by the character of service they provide, developed for transportation planning purposes so as to determine how travel can be channelized within the network in a logical and efficient manner
- **Path:** A paved, off-road transportation route designed for pedestrians and bicyclists, owned and managed by the City
- **Primary Bicycle Route:** Corridors used heavily for commuting, recreation, and transportation by bicycle, including existing on- and off-street bicycle facilities integrated with the trail/path network, as identified in the City’s Bicycle and Pedestrian Plan (2017)
- **Primary Intersections:** Intersections identified as highest priority for bicycle/pedestrian crossing improvements, as they connect people to community destinations and are located at Primary Bicycle Route intersections, as identified in the City’s Bicycle and Pedestrian Plan (2017)
- **Trail:** A paved, off-road transportation route designed for pedestrians and bicyclists, owned and managed by an entity other than the City

# Hard Data

Map 3.A.1: Roadway Transportation Network



## Roadway Functional Classification

- Principal Arterials
- Minor Arterials
- Collectors - Urban
- Collectors - Major, Rural
- Collectors - Minor, Rural
- Local

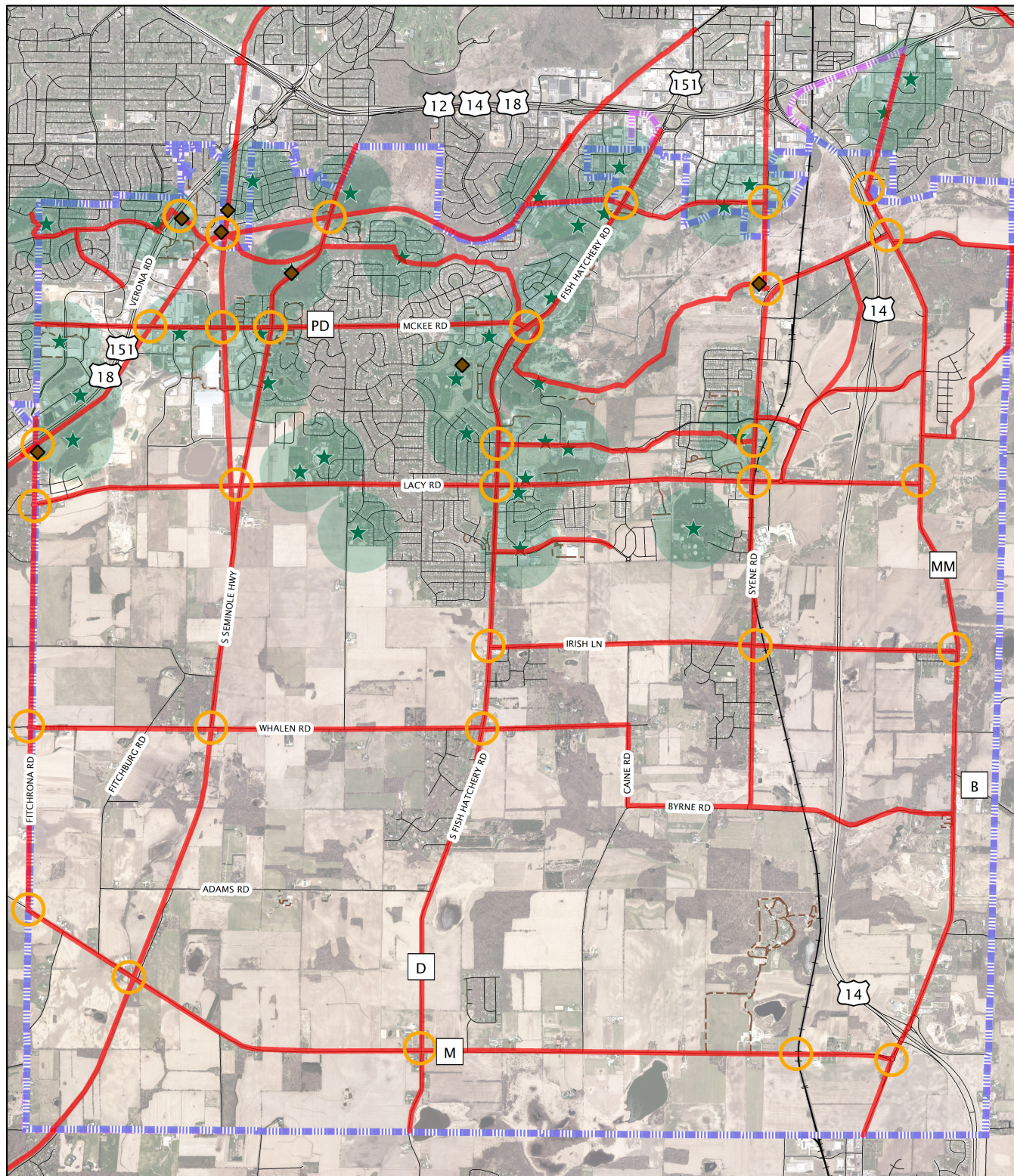
- Bus Routes
- Average Annual Daily Traffic Count
- Community Destinations
- Private Roads
- Rail

- Future Urban Development Area  
(See Neighborhood Plan for Future Road Networks)
- City Boundary
- Town of Madison Lands (Annexed to City by 2022)

0 0.25 0.5 1 Miles

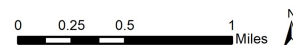
Source: City of Fitchburg, Dane County LIO, Dane County MPO, US Census Bureau

Map 3.A.2: Bicycle and Pedestrian Transportation Network



- Primary Bicycle Route
- Primary Intersections
- Trailhead
- Community Destinations
- 1/4 Mile Radius of Community Destination (5 Minute Walk)

- City Boundary
- Town of Madison (Annexed to City by 2022)
- Urban Service Area
- Roads
- Private Roads
- Rail



Source: City of Fitchburg, Dane County LIO, Dane County MPO

Transportation Network  
(see Map 3A.1 for further detail)

Roads

The City’s roads are under City, County, or Federal jurisdiction, with various Functional Classifications as follows:

*Local Roads:* These streets provide for land access.

*Collectors:* These streets provide for traffic mobility and land access to home or business.

*Arterials:* These streets provide for traffic mobility and long-distance traffic movement, are classified as principal and minor, and include:

Principal Arterials

- U.S. Highway 14
- U.S. Highway 18/151
- County Highway D (Fish Hatchery Road)

Minor Arterials

- County Highway D (S. Fish Hatchery Road)
- County Highway PD (McKee Road)
- County Highway M
- County Highway MM
- Raymond Road
- Rimrock Road
- McCoy Road
- Lacy Road

Trails and Paths

The City has a system of major trails and paths that connect users to locations within the city as well as neighboring communities, including:

- Capital City Trail
- Badger State Trail
- Military Ridge State Trail
- Southwest Commuter Trail
- Cannonball Path

Rail

Dane County, the City of Madison and the Wisconsin Department of Transportation (WDOT) conducted the *Dane County Commuter Rail Feasibility Study and Transport 2020*. The City continues to be open to the possibility of passenger rail service within the eastern portion of the City on the Fitchburg-Oregon rail corridor. This rail bed connects the City with the City of Madison to the north and to the Villages of Oregon and Brooklyn, and other communities to the south. Since it runs past the Alliant Energy Center and Monona Terrace, this rail line should be considered ideal as a potential tourism opportunity as well as for peak use. Part of this corridor is currently co-owned by the City and the Village of Oregon, acquired in part with funds from the WDOT to re-establish freight service.

Air

Dane County Regional Airport, located on the north side of the City of Madison, is the second-largest commercial airport in the state served by 6 airlines with 24 non-stop destinations.

215 miles of roads	90 miles of paths & trails	100 flights daily	7 miles of rail
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## Transportation Network Use

(See Map 3B.1 for further detail)

### Volume

Average annual daily traffic counts (AADT)\* identify traffic volume per day on specific corridors. The following provides more details on corridors in the City with high ADT:

- 46,200** Fish Hatchery Road
- 58,900** Verona Road
- 18,700** McKee Road

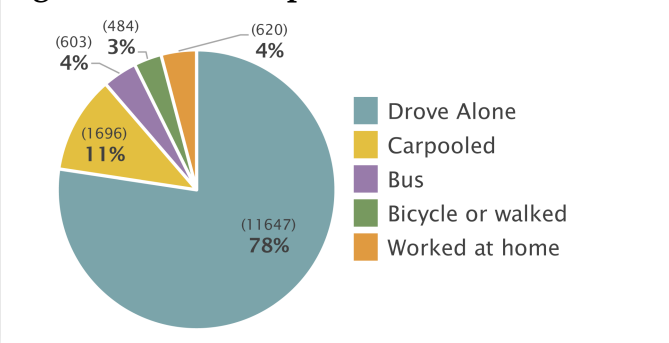
\*Source: Wisconsin Department of Transportation - 2019

### Commuters

The following\* provides a snapshot of commuters in the City:

- 10,102**  
Work-trip commuters entering Fitchburg daily
- 13,323**  
Work-trip commuters leaving Fitchburg daily
- 835**  
Work-trip commuters staying within Fitchburg daily
- 20.6**  
Average commute time in minutes

Figure 3.A.1: Transportation Modes\*



\*Source: United States Census ACS - 2017

### Public Transit

The City contracts with Madison Metro to provide public transit (bus) services in various locations throughout the City.

Regional bus services provide access to locations outside of the Madison metropolitan area, including Milwaukee, Chicago and Minneapolis. These services are available to residents through Mega, Greyhound, Badger, or Van Galder Buses.

In 2015, the annual public transit demand in the City was estimated to be about 500,000 trips. Of the areas in the City identified as feasible for transit (4 homes or 4 jobs per gross acre) only 20% of these areas are within walking distance (1/4 mile) of public transit service. By 2030, the public transit demand in the City is expected to reach 590,000 annual trips.

Based on 2015 data, approximately 385,000 public transit trips begin or end in Fitchburg each year.

Source: Fitchburg Intra-City Transit Feasibility Study - 2015

### Truck Routes

The City does not currently designate truck routes but if an ordinance were to be adopted, said routes should be located on Federal, State, and County highways.

## Ride-Sharing Services

There are a number of transportation resources and services in Fitchburg that enable persons with disabilities, residents that are 60 or older and others, access to the community

Ride-Share Service	Provider/Partner	Use Case
Retired Senior Volunteer Driver Program	Dane County DHS	Individual Rides to Medical Appointments, Home-Delivered Meals
Rural Senior Group Trips	Dane County DHS	Group Rides to Community Centers, Shopping Destinations
Rideline/Specialized Transportation Services	Dane County DHS	Workforce Transportation for Rural Persons/ Persons with Disabilities
JobRide/YW Transit	YWCA Madison	Workforce Transportation for Low-Income Individuals
Non-Emergency Medical Transportation	Wisconsin DHS	Qualified WI Medicaid and BadgerCare Plus Patients

## Partner Plans

Various other transportation partners, including county, federal, and state governments also have plans that impact transportation in the City.

Plan	Jurisdiction	Mode
Regional Transportation Plan 2050	Madison Metropolitan Area	Multi-Modal
Transport 2020	Madison Metropolitan Area/ Dane County	Multi-Modal (Transit)
Bicycle Transportation Plan	Madison Metropolitan Area	Biking
Connections 2030 Statewide Long-Range Transportation Plan	State	Multi-Modal
Wisconsin State Highway Plan 2020	State	Driving (State Highway System)
Wisconsin Rail Plan 2030	State	Rail
Wisconsin State Airport System Plan 2030	State	Air
Wisconsin State Freight Plan	State	Freight
Wisconsin Bicycle Transportation Plan 2020	State	Biking
Wisconsin Pedestrian Policy Plan 2020	State	Walking
National Rail Plan	Federal	Rail

## Community Input

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The following summarizes transportation input gathered from the community, including City residents and committees, via a public opinion survey and public meetings:

- Additional transit or publicly-funded ride services (i.e. Uber/Lyft-type) needed, and current services need improvement
- Traffic congestion at specific locations
- Park and ride lots as an option to reduce congestion
- Maintain and enhance trail/path system as they are high-quality/multi-purpose amenities that create identity and economic development opportunities
- Appropriate land uses adjacent to major transportation corridors, and identifying future growth corridors, is important

## City Plans & Policies

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The following identifies various existing City plans and policies (including ordinances and committees) that impact transportation in the City:

Bicycle and Pedestrian Plan (Adopted: 2017)

Transit Plan (Adopted: 2015)

Capital Improvement Plan (Adopted: Annual)

Land Division Ordinance (Chapter 24)

Official Map Ordinance (Chapter 3)

Board of Public Works

Transportation and Transit Commission

Bicycle Committee

## Transportation Themes

The following identifies common transportation themes as gleaned from analysis of the various transportation data pieces, including hard data, City resident and Committee feedback, and existing City plans and policies.

### Multi-Modal Options

The City should work to ensure its residents have various viable transportation options, including walking, biking, driving, and riding (public transit and taxi services).

### Connectivity and Navigability

The City should work to ensure its streets, trails, and paths are integrated and intuitively orientated, to ensure efficient traffic flow and ease in navigating.

### Capacity and Volume

The City should continue to maintain and improve its transportation network to ensure safe and efficient traffic flow.

### Official Mapping

The City could utilize an Official Map, per State Statute 62.23 (6), to more formally guide future transportation decisions in the City.

### Safety

The City should work to ensure all users of its transportation network, whether walking, biking, or driving, or riding, have a basic level of comfort in using the network.

### Partnerships

The City should work collaboratively with its residents/businesses, other governmental units, and the private development sector to maintain and enhance the transportation network, and use thereof, in the City.

### Funding

The City should utilize various revenue streams, both internal and external, to maintain and enhance the transportation network, and use thereof, in the City.

## **Transportation Themes**

### **Evaluation**

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The City should analyze its transportation network, and uses thereof, at regular intervals to ensure it is meeting various goals, objectives, and policies.

### **Maintenance and Improvements**

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The City should continue to maintain and improve its transportation network to ensure safety, efficient traffic flow, prudent use of public funds, environmental protections, and visual appeal.

### **Parking**

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The City should continue to utilize various options to address driving and biking parking needs in the City, including shared facilities, park and ride options, underground facilities, and ramps.

### **Street-scaping**

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The City should continue to develop various amenities for its transportation system that provide for safety, efficient traffic flow, and visual appeal, including signage/wayfinding, street trees, median/crosswalk treatments, and lighting.

### **Transit**

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The City should continue to consider the following when maintaining and enhancing its transit system, via partnership with Madison Metro:

- Appropriate east/west and north/south routes and integration with the Madison Metro South (2430 S. Park Street) and West (5700 Tokay Boulevard) Transfer Points
- Integration of stops within ¼ mile of all residences in new and existing neighborhoods, including design standards thereof
- New existing or potential initiatives including Bus Rapid Transit and passenger rail
- Develop policies to encourage greater use of public transit by residents

# **Transportation Policy Framework**

The following identifies a policy framework for Growing Fitchburg’s Transportation from 2020 to 2030., including the following:

1. Growth Principles
2. Goals, Objectives, & Policies

## **Growth Principles**



Sustainable



Vibrant



Equitable



Cooperative

## **Goals, Objectives & Policies**

**Goal 1: Develop and maintain a coordinated land use and transportation system.**

**Objective 1.1:** Plan transportation infrastructure in both redevelopment projects and new developments to encourage compact, urban development patterns.

**Policy 1.1.1:** Encourage Traditional Neighborhood Developments (TND) that include mixed-uses, buildings located adjacent to sidewalks, less private and more public open space, smaller blocks, narrow streets with wide sidewalks, street trees, pedestrian-scale and street lighting, plantings and public art, lower parking ratios, shared parking, structured parking, and parking behind buildings.

**Policy 1.1.2:** Encourage Transit Oriented Developments (TOD) that include a train station and intermodal transfer points as prominent neighborhood features, with high-density, high-quality development within a 10-minute walk radius of the station, and with all qualities of a TND as described in Policy 1.1.1.

**Policy 1.1.3:** Use official mapping as a tool to ensure the proper development of future transportation corridors.

**Objective 1.2:** Preserve and maintain rural roads for agricultural uses, local traffic, and recreational uses.

**Policy 1.2.1:** Discourage the development of new limited access highways in rural areas to lessen the demand for potential development at the interchanges.

**Policy 1.2.2:** Enhance the recreational use of rural roads by providing and maintaining suitable biking conditions.

## Goals, Objectives & Policies

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**Policy 1.2.3:** Direct community traffic and commuter traffic to major arterials to discourage their use of rural roadways.

**Objective 1.3:** Coordinate land use and transportation plans with other agencies to assure that regional projects affecting the City are consistent with City plans, policies, and priorities.

**Policy 1.3.1:** Work closely with the Wisconsin Department of Transportation, Madison Area Transportation Planning Board, Capital Area Regional Planning Commission, Dane County Highway, and neighboring communities to ensure that regional transportation plans follow a coherent regional design.

**Policy 1.3.2:** Preserve sufficient rights-of-way for all modes of travel through official mapping or other appropriate means.

**Policy 1.3.3:** Coordinate transportation planning efforts with school districts.

**Policy 1.3.4:** Ensure that the City's transportation system connects with the transportation facilities of neighboring communities as well as regional and state facilities.

**Goal 2: Provide a safe and efficient transportation system that allows for the convenient movement of people and goods.**

**Objective 2.1:** Improve transportation safety through design, operation and maintenance, and system improvements to minimize the risk of harm to persons and property, and to ensure users are confident and secure in and around all travel modes.

**Policy 2.1.1:** Provide routine maintenance of public streets to extend the lifetime of existing roads and ensure safe driving conditions.

**Policy 2.1.2:** Develop a data driven program, including crash data, which identifies intersections with the highest potential for safety improvements.

**Policy 2.1.3:** Develop a process for conducting Road Safety Audits.

## Goals, Objectives & Policies

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**Policy 2.1.4:** Establish truck routes.

**Policy 2.1.5:** Follow the City's Neighborhood Traffic Management Process to address safety concerns of residents.

**Objective 2.2:** Maintain a transportation system that allows for proper traffic management and travel time reliability.

**Policy 2.2.1:** Improve existing roads, as needed and feasible, to provide sufficient travel capacity, with the addition of travel lanes only be considered after all other alternatives have been examined.

**Policy 2.2.2:** Plan a pattern of streets, sidewalks, bicycle facilities, and public transit facilities in new neighborhoods that maximizes the connectivity of land uses within the neighborhood and to areas outside the neighborhood.

**Policy 2.2.3:** Encourage an efficient urban style grid street network within the urban service area.

**Policy 2.2.4:** Provide a continuous interconnected roadway system to preserve mobility and avoid travel delays.

**Policy 2.2.5:** Promote street designs that are sensitive to the land use context and placement in the street hierarchy.

**Policy 2.2.6:** Utilize street and roadway access control measures where appropriate to aid in preserving travel capacity along major streets and roadways, and maintain bike and pedestrian connectivity when road access is limited.

**Policy 2.2.7:** Control driveway access of housing developments along arterial and major collector roadways.

**Objective 2.3:** Maximize the use of existing transportation investments.

**Policy 2.3.1:** Utilize the existing transportation facilities and services to the most efficient extent possible.

**Policy 2.3.2:** Prioritize investments to support City residents, employers, and visitors over those that are traveling through the City.

## Goals, Objectives & Policies

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**Policy 2.3.3:** Encourage employers to develop Transportation Demand Management Programs to reduce the number of single-occupancy vehicle trips.

**Policy 2.3.4:** Encourage developers to develop in ways to reduce single occupancy vehicle trips (transit, bike parking, showers, etc.).

**Policy 2.3.5:** Encourage freight and passenger use of the Fitchburg-Oregon rail corridor to maximize corridor investments and upgrades and investments.

**Goal 3: Develop and maintain a multi-modal transportation system that reduces automobile dependency and increases transportation choices.**

**Objective 3.1:** Plan for and consider the needs of all road users within the existing transportation system and in new developments including roadway surfaces, safety, intersection design, and roadway width.

**Policy 3.1.1:** Establish and follow a “Complete Streets” policy that is equally sensitive to the needs of motorists, pedestrians, bicyclists, and transit users.

**Policy 3.1.2:** Develop context-sensitive street cross section standards, using minimum pavement widths, based right of way use and varied user needs including but not limited to, transit routes, parking, bicycle routes, pedestrian use, and expected type, volume, and speed of vehicular traffic.

**Policy 3.1.3:** Explore opportunities to expand ride-sharing options in the City, and stay current with various emerging transportation trends, including but not limited to those related to use of personal electronic vehicles and the development of autonomous vehicles.

**Objective 3.2:** Improve the pedestrian and bicycle transportation system to support a continuous, safe, and desirable walking and biking environment.

**Policy 3.2.1:** Identify major generators and destinations for potential bicycle and pedestrian trips, such as public buildings, parks, commercial districts, places of employment, transit stops, and other attractions, and plan for pedestrian and bike connections among them.

**Policy 3.2.2:** Design neighborhoods to provide for multiple, safe, and direct bike and pedestrian connections in all directions.

## Goals, Objectives & Policies

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**Policy 3.2.3:** Provide a striped paved shoulder with a minimum width of four feet (preferably five feet) on both sides when a road is reconstructed, on most two lane streets and highways having a rural cross-section.

**Policy 3.2.4:** Work closely with DOT during design phase of state roadways to ensure adequate bike and pedestrian accommodations.

**Policy 3.2.5:** Design new bridges and street underpasses to include pedestrian and bicycle facilities for both directions of travel.

**Policy 3.2.6:** Design new developments to enhance pedestrian comfort and create a pedestrian-oriented environment by providing pedestrian facilities and amenities such as trees, planters, street furniture, awnings, and building windows.

**Policy 3.2.7:** Maintain sidewalks, shared-use paths, bike lanes, transit boarding pads, and areas connecting to and within transit shelters for year-round use, including appropriate snow removal, designate commuter routes for bicycle and pedestrian facilities, and place a higher priority for snow removal on those routes over recreational routes.

**Policy 3.2.8:** Explore opportunities to implement bicycle-sharing facilities, in appropriate locations, to include electronic bikes.

**Policy 3.2.9:** Adopt and refer to the City of Fitchburg's Bicycle and Pedestrian Plan for additional guidelines and recommendations.

**Objective 3.3:** Create an environment in the City that establishes a climate of respect and cooperation among pedestrians, bicyclists, motorists, and transit users through education, public awareness programs, and community outreach.

**Policy 3.3.1:** Develop and implement educational programs that promote bicycle and pedestrian safety.

**Policy 3.3.2:** Develop and implement programs that encourage walking and bicycling and educate the public about the many benefits of walking and bicycling, including health, financial and environmental benefits. (e.g. Participate in the Car Free Challenge and Bike to Work Week)

## Goals, Objectives & Policies

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**Policy 3.3.3:** Sidewalks shall be added to both sides of the street in all new developments and considered on streets without sidewalks in the urban service area, except cul-de-sacs, when major reconstruction (curb and gutter and/or base course) occurs, all in accordance with the City's Bicycle and Pedestrian Plan.

**Policy 3.3.4:** Educate transportation network users on the rules of the road and their rights, as well as the benefits of a multi-modal transportation system.

**Objective 3.4:** Promote an efficient and reliable transit system that offers convenient alternatives to private vehicle travel.

**Policy 3.4.1:** Continue to work with Madison Metro Transit (Metro), or its successor, to develop more efficient bus service and increase ridership.

**Policy 3.4.2:** Improve existing bus stop conditions, where demand exists, with the addition of amenities such as bus shelters, trash receptacles, sidewalks, and accessible concrete bus pads.

**Policy 3.4.3:** Develop annually a 5-year transit improvement plan that designates and maps potential future bus routes and transfer points.

**Policy 3.4.4:** Preserve, where feasible, rail corridors in the City, in coordination with neighboring communities, for future transportation needs including rail.

**Policy 3.4.5:** Coordinate potential rail corridor use with existing and future transit routes.

**Policy 3.4.6:** Support the development of a regional transit authority to plan and implement opportunities for regional transit service.

**Policy 3.4.7:** Identify and promote paratransit services to meet the needs of the seniors and persons with disabilities.

**Policy 3.4.8:** Provide transportation options which will be available to the City's senior residents in the most cost effective manner.

**Policy 3.4.9:** Examine dedicated bus ways, including regional Bus Rapid Transit, if rail-based options are not fully feasible.

**Policy 3.4.10:** Support exploration of development of a municipal airport facility in an appropriate location in the City.

## Goals, Objectives & Policies

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**Objective 3.5:** Manage the parking supply to provide efficient parking choices and opportunities to minimize parking needs.

**Policy 3.5.1:** Review parking requirements. Reconsider minimum limits and consider the use of maximum limits, and encourage planting of shade trees in parking areas to mitigate heat island effect.

**Policy 3.5.2:** Develop a parking management plan as a means to help improve the viability and effectiveness of public transit services and encourage high-density development.

**Policy 3.5.3:** Explore the development of park-and-ride lots or ramps to minimize pass-through traffic, reduce single-occupancy vehicle travel, and increase the use of efficient public transit service. Encourage park & ride options at large format retailers for the convenience of drivers who would like to shop before driving home.

**Policy 3.5.4:** Promote shared parking agreements for compatible uses (high demand during weekdays with high demand during evenings and weekends) to make more efficient use of parking facilities.

**Policy 3.5.5:** Consider the establishment of a parking-utility to operate City-owned parking structures, lots, and street parking.

**Objective 3.6:** Initiate passenger rail-based service along the Fitchburg-Oregon rail corridor.

**Policy 3.6.1:** Promote and support *Transport 2020* and the extension of the start-up system to provide commuter rail service to the City along the Fitchburg-Oregon rail corridor.

**Policy 3.6.2:** Adopt and implement transit-oriented developments to support rail-based passenger transit along the Fitchburg-Oregon rail corridor.

**Policy 3.6.3:** Encourage tourism use of the rail line that runs past the Alliant Energy Center, Monona Terrace, and potentially to Dane County Regional Airport.

**Policy 3.6.4:** Coordinate transit stops within a reasonable distance to maximize the convenience of the service.

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# **3.B Resources, Energy & Communications**

This sub-section of the Plan addresses State of Wisconsin statutory requirements for the natural resources, agricultural resources, utilities and community facilities, and implementation elements of a comprehensive plan.



# Resources, Energy & Communications

This section includes:

## 1. Resources, Energy & Communications Data

- **Hard Data:** What is the current and future state of resources, energy, and communications in the City?
- **Community Input:** What are people saying about resources, energy, and communications in the City?
- **City Plans and Policies:** What existing plans and policies impact resources, energy, and communications in the City?

**2. Resources, Energy, & Communications Themes:** How does the data inform the City's resources, energy, and communications goals?

**3. Resources, Energy, & Communications Policy Framework:** What are the City's resources, energy, and communications goals and how will they be achieved?

## Definitions

- **Moraines:** Deposits of glacial debris indicating the extent of the glacier's movement southward, in the City's southwest (Johnstown) and central (Milton) portion
- **Riparian areas:** Lands along watercourses and water bodies, typical examples include flood plains and streambanks.
- **Priority agricultural soils:** A soil receiving a Soil Suitability Score of 90 or higher, per Appendix A—Resources of the City's Agricultural Plan (2017).
- **Steep slopes:** Areas with slopes of 12 to 20% that have severe development limitations
- **Tree canopy:** The above ground portion of a tree community, formed by mature tree crowns
- **Hydric soils:** Soils permanently or seasonally saturated by water, resulting in anaerobic conditions, as found in wetlands.

## Resources, Energy, & Communications Data

Resources, energy, and communications (hereafter "REC") data presented includes:

1. **Hard Data:** Maps and inventory of the following:

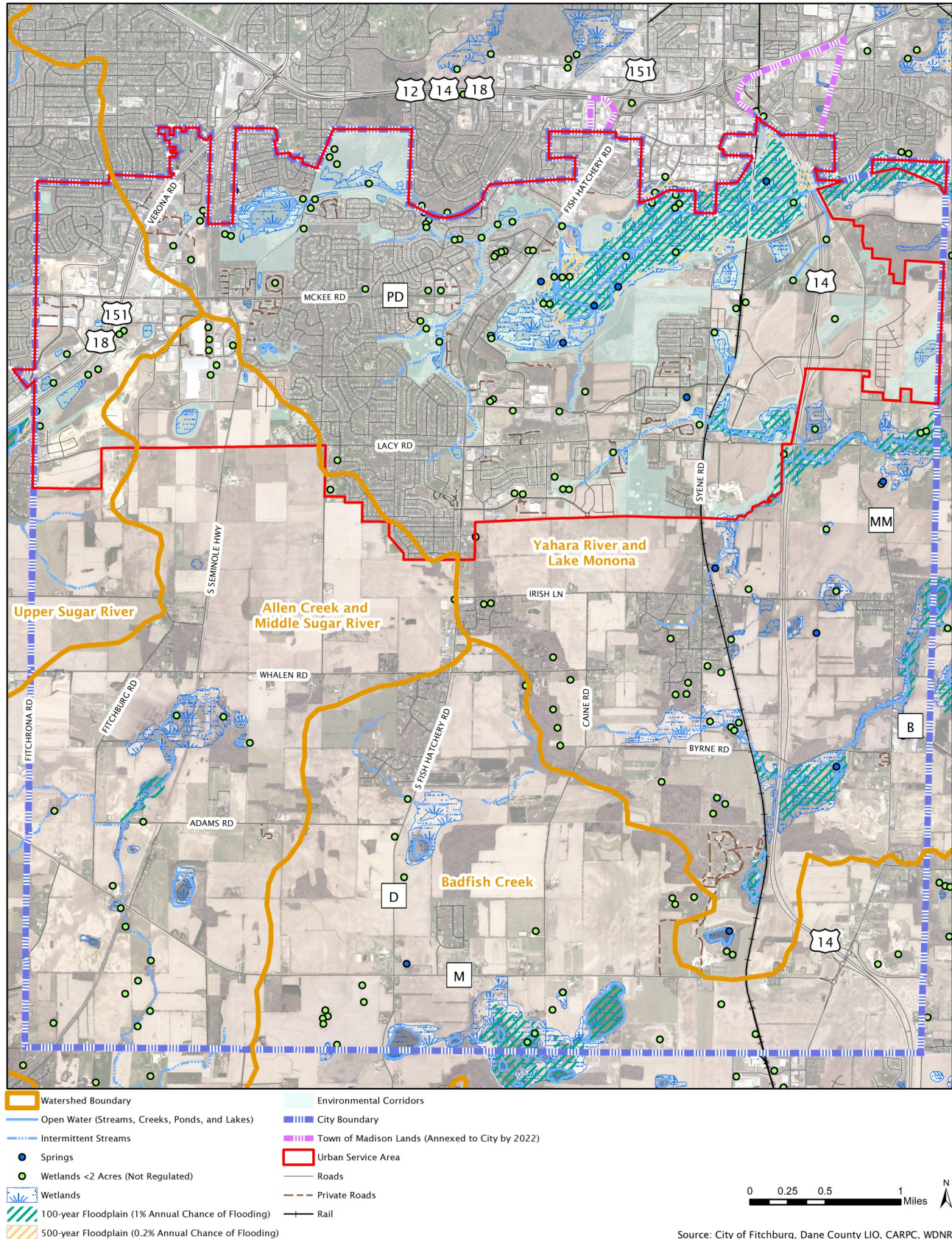
- Resources: Water, air, soils, mining, trees, wildlife, and waste
- Energy and Communications

2. **Community Input:** Summary of REC input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees

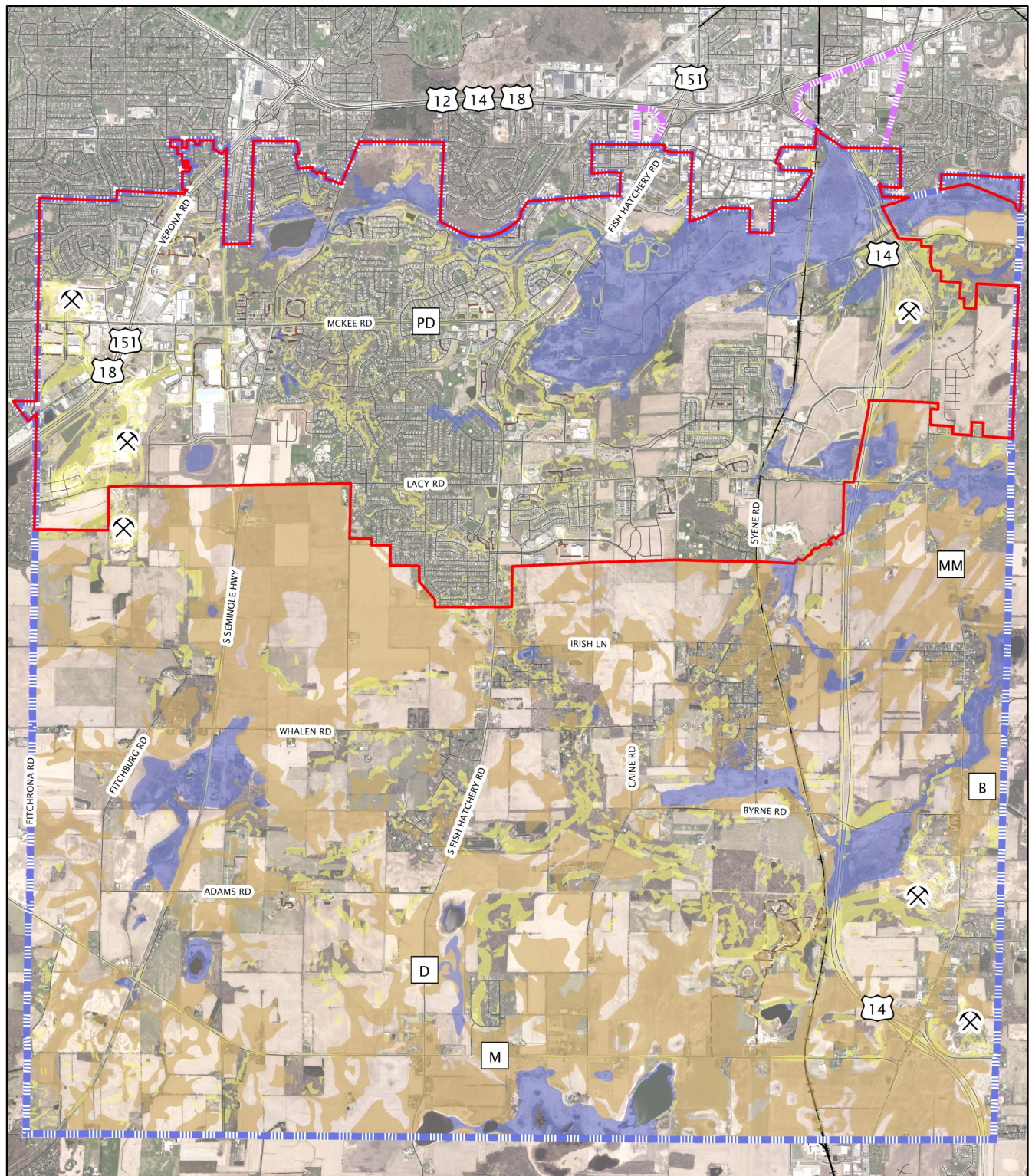
3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact REC in the City

## Hard Data

Map 3.B.1: Resources—Water



Map 3.B.2: Resources—Soil

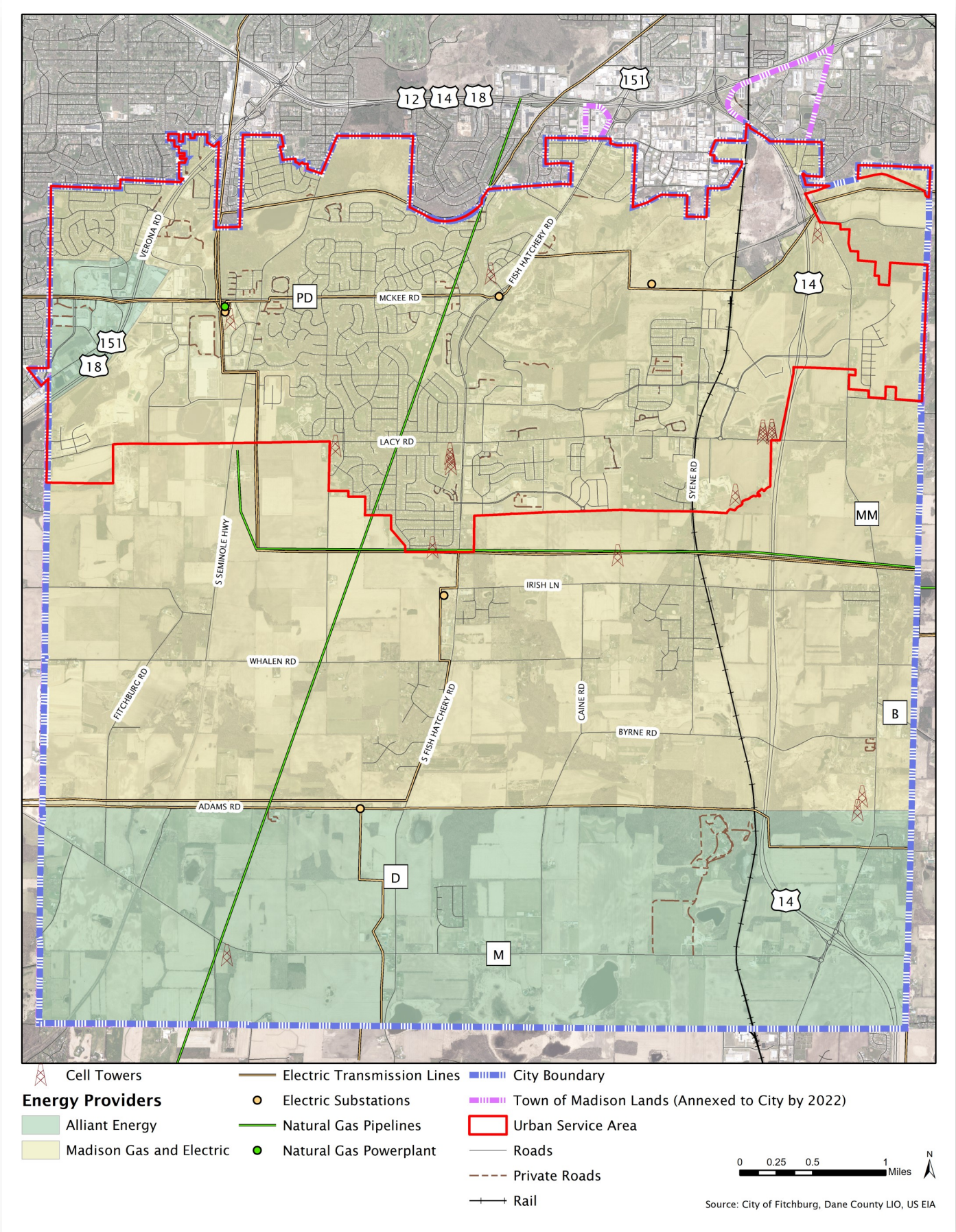


- Priority Agricultural Soils
- Steep Slopes
- Hydric Soils (>85% Hydric)
- Non-Metallic Mining Sites
- City Boundary
- Town of Madison Lands (Annexed to City by 2022)
- Urban Service Area
- Roads
- Private Roads
- Rail

0 0.25 0.5 1 Miles N

Source: City of Fitchburg, Dane County LIO

Map 3.B.3: Energy and Communications



## Resources

(see Map 3.B.1 for further detail)

The last Continental Glacier (12,000 to 15,000 years ago) formed the City’s topography, with the Milton Moraine generally dividing the City from southeast to northwest, into the relatively flat glaciated areas and the rolling hills of the driftless (unglaciated) areas. Glaciated areas have layers of sand, clay, and gravel. The driftless areas have well-drained soils .

The City is located within two major river basins and four watersheds, with various streams, lakes, and wetlands in these basins and watersheds.

River Basin	Watersheds	Major Streams or Lakes	Wetlands
Lower Rock River	Yahara River and Lake Monona, Badfish Creek	Murphy’s Creek, Swan Creek, Nine Springs Creek, Lake Monona, Lake Waubesa, Lake Barney	Dunn’s Marsh, Nine Springs E-Way, Waubesa Wetlands, Lake Barney Wetlands
Sugar-Pecatonica River	Allen Creek and Middle Sugar River, Upper Sugar River	Badger Mill Creek, Lake Harriet, Goose Lake	Various unnamed wetlands

Increased development leads to higher impervious surface ratios, with the following effects on the City’s watersheds:

1. Limiting of infiltration, reduced groundwater recharge, and additional impacts when development is dependent on wells and water that is diverted out of the watershed rather than being returned to groundwater at the same location
2. Increased stormwater runoff and velocity, soil erosion, pollutants, and water temperature
2. Greater water level fluctuations and higher peak flows
3. Degradation of stream channels and biological habitat
4. Decline in aquatic and fish diversity and reproduction
5. Reduced base flow in streams and wetlands during dry weather conditions

A typical low-density “suburban” sub-division has an impervious surface ratio of greater than 30%.

Additionally, sediments and nutrients washed from land are the primary cause of accelerated eutrophication (weed and algae problems) of the area’s water bodies. The largest source of these pollutants is soil erosion of agricultural lands. Soil erosion and runoff from non-agricultural activities, primarily construction and surface mining sites, is also a significant contributor of sediment and nutrients to local water bodies.

Finally, the City’s groundwater and surface watersheds are also seeing increasing nitrate levels from overuse of fertilizers and increasing salt (chloride and sodium) concentrations from street salting and water softeners.

## Resources

(see Map 3.B.1 for further detail)

In 2005, Dane County adopted a classification system for the water bodies in the County to identify management strategies and techniques where they are most needed.

Stream or Creek*	Class	Management	2000 ISR (%)**
Badfish Creek	I (Sensitive)	Protect	4.87
Murphy's Creek	II (Impacted)	Protect/Restore	8.07
Swan Creek	II (Impacted)	Protect/Restore	9.27
Badger Mill Creek	III (Degraded)	Protect/Enhance	19.58
Nine Springs Creek	III (Degraded)	Protect/Enhance	28.83

Riparian areas are critical in their support of not only a high number of wildlife species, but also a wide array of ecological functions and values.

Lake or Pond*	Class	Management	2000 ISR (%)**	Sensitivity	Development
Lake Barney	I	Protect	.48	A	A
Lake Harriet	I	Protect	5.57	A	A
Goose Pond	II	Protect/Restore	27.06	A	C

### Sensitivity Rating:

A = High Sensitivity, with shallow seepage/spring fed pond or lake.

B = Medium Sensitivity, with deep seepage/spring pond or lake, or shallow drainage

C = Low Sensitivity, deep drainage lakes

### Development Rating:

A = Low development level

B = Medium development level

C = High development level

\*\*Impervious surface ratio

\*Source: Dane County Water Body Classification Study, Phase 1, 2005

Vegetated buffers, at various distances around water bodies, appear to aid in reducing some development effects on said water bodies, including:

- Improving water quality and wildlife protection
- Mitigating impacts of flooding and stormwater runoff
- Slowing habitat fragmentation and potentially allowing for re-establishment of a connected natural landscape

Recommended buffer widths vary from 75 to 300 feet, entailing a diversity of native species, including trees, shrubs, and groundcover to achieve maximum effect. The City utilizes buffers, per various policies. The majority of buffers in the City, also known as environmental corridors, consist of the 75-foot minimum.

## Resources

(see Map 3.B.1 for further detail)

Groundwater is the primary source of drinking water in Dane County, as well as providing base flow to streams and wetlands.

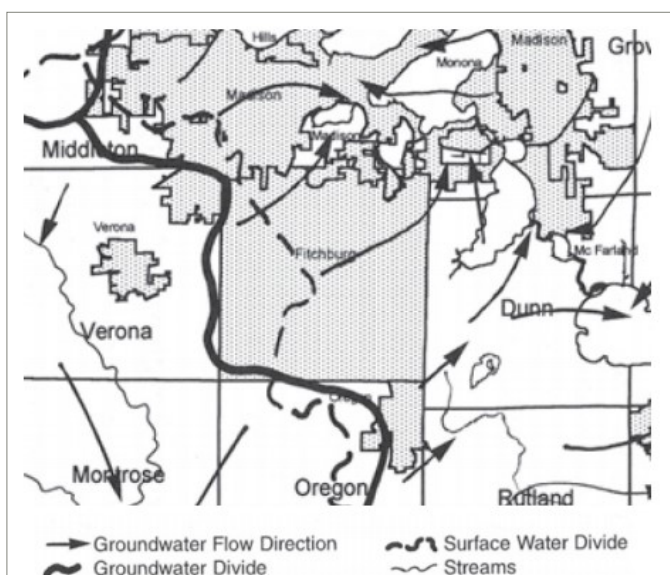
City water supply is dependent upon municipal wells into the deep Mount Simon and Eau Claire aquifers, making groundwater recharge important to the long-term viability of this supply.

Available information indicates that the majority of the City, with the exception of its extreme southwest corner, is in the same upper-level groundwater watershed, with groundwater movement to the northeast. This groundwater feeds the streams, creeks and wetlands of the City's watersheds. The deep aquifers have a similar, although less easterly flow direction. City well protection zones are set up with an offset to the south, in recognition of a general groundwater movement to the north. The image below identifies groundwater flow in the City.

### Water Supply, Storage and Usage

- Dane County per capita water usage, per day: ~100 gallons\*
- City wells: 6, with 4 serving the urban service area and two serving the rural Greenfield neighborhoods
- Urban service area average water usage, per day: 2 million gallons
- City wells required for peak water demand: 6 wells
- Maximum daily well pumpage: 4 million gallons
- New well(s) and storage facilities will be required to accommodate growth.

\*Source: Dane County Groundwater Protection Planning Framework, 2017



Source: Dane County Water Quality Plan Summary, 2004; Wisconsin Geological Natural History Survey, 1995

## Resources

(see Map 3.B.1 for further detail)

### Water Supply, Storage and Usage

Groundwater pumping for drinking water supply draws down the water table, with effects including:

1. “Dewatered” wetlands and altered base flow in streams and lakes, causing area lakes to be suppliers to the groundwater system, rather than being fed by groundwater.
2. Shifts in regional groundwater divide, indicating groundwater movement from adjacent basins, particularly from the Sugar-Pecatonica River basin to the Lower Rock River basin.
3. Formation of “cones of depression” in the lower water table, indicating a decline in groundwater elevations
4. Inducing more rapid movement of contaminants to water supplies (municipal and private wells)

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Potential groundwater recharge areas in the City include:

1. Eastern border of City, running west along both sides of County Highway M to Oak Hall cemetery area
2. Stoner Prairie area, running south generally along the former rail corridor to just south of County Highway M.
3. McKee Farms Park
4. U.S. Highway 151
5. Irish Lane south to County Highway B along the rail corridor

### Wastewater

The Madison Metropolitan Sewerage District (MMSD) provides for wastewater treatment in the City. MMSD operates a collection system of interceptors, as well as the Nine Springs Sewerage Treatment Plant.

- MMSD service territory: 184.97 square miles
- MMSD maximum peak hourly flow: 145 million gallons per day (mgd)
- MMSD expects to increase their peak hourly flow capacity to 180 mgd in the next 1-2 years
- MMSD average gallons of wastewater treated per day: 44.85 mgd
  - City percentage of total MMSD wastewater treated: 4%
- MMSD interceptors serving the City: Nine Springs Valley interceptor
  - MMSD expects the Nine Springs Valley interceptor to reach capacity in the next 5-10 years
- MMSD has installed an effluent outfall at Badger Mill Creek to help off set the inter-basin water transfer.

Surface water quality in Dane County streams is generally not declining, thought to be attributed to MMSD sewage treatment plan upgrades.

## Resources

(see Map 3.B.1 for further detail)

### Wastewater

The City also maintains a local wastewater collection system, serviced around four main local interceptors. These interceptors, along with current capacity, are identified below:

- Seminole Highway (North of McKee Rd): Capacity 7.444 cubic feet per second (cfs) through 18" reinforced concrete pipe (RCP) at a 0.5% slope
- Seminole Highway (North of Market Place Dr): Capacity 4.466 cfs through 18" RCP at a 0.18% slope
- McKee: Capacity 6.658 cfs through 18" RCP at a 0.4% slope
- Syene (South of E. Cheryl Pkwy): Capacity 13.369 cfs through 36" RCP at a 0.04% slope
- Syene (North of Central Park Place): Capacity 14.947 cfs through 36" RCP at a 0.05% slope
- Woods Hollow: Capacity 2.474 cfs through 12" PVC pipe at a 0.23% slope

### Air

- Outdoor air quality in the Madison metropolitan area currently meets all National Ambient Air Quality Standards. Regional surface ozone levels are just below these standards.
- Vehicle emissions contribute to increased levels of regional surface ozone and other outdoor air pollutants.
- Indoor and outdoor air pollutants are identified as contributing causes of cardiovascular disease, asthma, and other respiratory illnesses.

### Stormwater

- City Erosion Control and Stormwater Management Ordinance (Chapter 30) requires detention of various storm events up to and including the 100-year event, and also addresses water quality issues.
- The City has 239 stormwater facilities entailing 125 acres.
- The City's revegetation practices for stormwater facilities is to seed with either low-grow fine fescue grasses or native prairie species to minimize mowing needs and enhance recharge to the groundwater table.
- Urban development is prominent in areas surrounding Badger Mill Creek, Nine Springs Creek, and Swan Creek. The City has undertaken several projects to stabilize stream banks along parts of Nine Springs Creek. Overflow from the Quarry Ridge Wet Pond (Badger Mill Creek area) goes to Goose Lake (glacial kettle pond) in the Town of Verona, while overflow from Goose Lake goes to Badger Mill Creek.

## Resources

(see Map 3.B.2 for further detail)

### Soils and Mining

- Soils in the City are predominately silt loam, entailing prime agricultural soils suitable for development, with 2-6% slopes. (Soils with 6 to 12% slopes have moderate limitations to development, whereas soil types with 12 to 20% slopes have severe limitations to development.)
- **Dominant soil types:** Dresden, Dodge, St. Charles Grays, Plano, and Ringwood
- Alluvial land, marsh, muck, silty clay loam and silt loam soils are located within the floodplains of the City's major drainage ways including Nine Springs, Swan, and Murphy's Creeks .

These soils have very severe development limitations resulting from various combinations of high compressibility, very low bearing capacity, a seasonal high water table, steep slopes, and periodic flooding. Development is usually unsuitable in these areas.

- The northwest portion of the City has significant quarry activity, including the following active mining sites:
  - Wingra Stone
  - Hammersly
  - Fitchburg Minerals

### Trees and Wildlife

- The City has 300 acres of woodlands within its borders, and 22% canopy coverage in its urban service area.

Wisconsin's Natural Heritage Inventory (NHI), established in 1985 by the State Legislature, is supported by the Wisconsin Department of Natural Resources (WDNR) and maintains data on the locations and status of rare species, natural communities, and natural features in the state. The City has one significant site known to support some of these heritage species and communities, as follows:

- Waubesa Wetlands State Natural Area (SNA): This 372-acre wetland complex at the southwestern edge of Lake Waubesa contains sedge meadow, fen, and shrub-carr habitat, supporting a northern pike spawning area, sandhill cranes, and the state threatened Blanding's Turtle.

### Waste

- **Refuse collection and disposal:** Automated curbside collection provided by private entity, once every week, with disposal at the Dane County Landfill
- **Recycling collection and processing:** Automated curbside collection provided by private entity, once every two weeks
- **Brush and yard waste collection and disposal:** Curbside collection provided by City seasonally

## **Energy and Communications**

(see Map 3.B.3 for further detail)

### **Energy**

- Electricity and natural gas service providers:
  - Madison Gas and Electricity (MG&E)
  - Alliant Energy

### **Communications**

- Local television:
  - City-run FACTv operates video and audio production, origination, editing and distribution facilities, including broadcasting of all City-held public meetings. FACTv can be viewed free of charge on the internet or via various paid cable packages.
- High-speed internet/cable providers:
  - AT&T
  - Verizon
  - TDS Telecom
  - Charter Communications
- Cellular infrastructure: Several towers throughout the City

## Community Input

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The following summarizes REC input gathered from the community, including City residents and committees, via a public opinion survey and public meetings:

- Develop a tree canopy goal/policy
- Maintain land/soils for agricultural production
- Prudent stormwater management needed on both urban and rural lands, including proactive studies/analysis
- Increase renewable energy capacity
- Manage invasive species on public lands
- Open space needed for ecosystem “services”
- Latest iterations of high-speed broadband should be available to all residents

## City Plans & Policies

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The following identifies various existing City plans and policies (including ordinances and committees) that impact REC in the City:

Erosion Control and Stormwater Management Ordinance (Chapter 30)

Well Abandonment Ordinance (Chapter 30)

Non-Metallic Mining Ordinance (Chapter 30)

Water Utility Ordinance (Chapter 40)

Stormwater Utility Ordinance (Chapter 40)

Solid Waste and Recycling Ordinance (Chapter 41)

Board of Public Works

Resource Conservation Committee

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## **Resources, Energy & Communications Themes**

The following identifies common resources, energy, and communications themes as gleaned from analysis of the various resources, energy, and communications data pieces, including hard data, City resident and Committee feedback, and existing City plans and policies.

### **Regional Stormwater Management**

The City should continue to work with landowners, private development interests, and other regional government units to ensure that stormwater originating and terminating in the City is managed to appropriate water quality standards and in a manner that maintains property values.

### **Renewable Energy**

The City should continue to be a leader in the region and work with all interested parties to promote and implement various types of renewable energy infrastructure within its borders.

### **Ecosystem Services**

The City should continue to grow and develop in a manner that recognizes the intrinsic and monetary values of clean water and air, trees, stormwater management, and open space preservation.

### **Waste Collection and Disposal**

The City should continue to build on its long-held reputation as a recycling leader, and explore new trends and best management practices in waste collection and disposal that provide efficiency and economy to its users.

### **Partnerships**

The City should work collaboratively with its residents/businesses, other governmental units, and the private development sector to maintain and enhance its resources, and energy and communications infrastructure and service delivery.

## Resources, Energy & Communications Themes

### Funding

The City should utilize various revenue streams, both internal and external, to maintain and enhance its resources, and energy and communications infrastructure and service delivery.

### Technology

The City should continue to ensure that its residents and businesses have access to required technological needs, including the latest iterations of high-speed broadband.

## Resources, Energy & Communications Policy Framework

The following identifies a policy framework for Growing Fitchburg's Resources, Energy, and Communications from 2020 to 2030, including the following:

1. Growth Principles
2. Goals, Objectives, & Policies

### Growth Principles

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Sustainable



Vibrant



Equitable



Cooperative

## Goals, Objectives & Policies

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### Goal 1: Protect and rehabilitate the natural environment.

**Objective 1.1:** Protect natural areas of pre-settlement natural environment, particularly endangered or threatened species.

**Policy 1.1.1:** Consult with the University of Wisconsin, Arboretum, Wisconsin Department of Natural Resources, Dane County, Fitchburg Historical Society, and other interested parties to determine if the City has any pre-settlement sites and if those sites are unique to Dane County and/or the State of Wisconsin.

**Policy 1.1.2:** Encourage, where appropriate, the protection and preservation of unique pre-settlement sites through City funding or other methods, such as Transfer of Development Rights programs, other governmental grants or funds, or like sources.

**Policy 1.1.3:** Combine unique pre-settlement areas into environmental corridors, when tied to other resource systems, to help assure preservation.

**Objective 1.2:** Encourage the protection and enhancement of sensitive natural areas.

**Policy 1.2.1:** Map lands outside the urban service area (USA) that would qualify as environmental corridors, and designate them as a rural environmental corridors, or resource system corridor.

**Policy 1.2.2:** Inventory existing land uses within rural environmental corridors.

**Policy 1.2.3:** Develop guidelines for acceptable land uses within the Rural Environmental Corridor.

## Goals, Objectives & Policies

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**Policy 1.2.4:** Identify gaps in both the environmental corridor and the rural environmental corridor and determine logical areas for parkland or public ownership to provide environmental and wildlife connections.

**Policy 1.2.5:** Examine linkages between environmental corridors, woodlands, steep slopes, pre-settlement areas, and other natural areas to determine any patterns for preservation of a resource and wildlife system.

**Policy 1.2.6:** Promote the re-establishment and re-generation of wetlands and related natural systems when and where appropriate.

**Objective 1.3:** Protect all natural resources.

**Policy 1.3.1:** Continue to enforce the Stormwater Control Ordinance and adopt/support additional management mechanisms as demand dictates, and as policies and methods evolve, including but not limited to development of a drainage district, per State Statute.

**Policy 1.3.2:** Continue to enforce the Erosion Control Ordinance and adopt additional controls as policies and methods evolve.

**Policy 1.3.3:** Continue to enforce Floodplain and Wetland Ordinance(s).

**Policy 1.3.4:** Continue to enforce the Wellhead Protection Ordinance.

**Policy 1.3.5:** Discourage development on private septic, unless associated with Rural Cluster Development or Rural Residential Development Criteria (RRDC).

**Policy 1.3.6:** Develop a Tree Protection Ordinance, a Tree Diversity Plan, and a tree canopy of 30% of the urban service area.

**Policy 1.3.7:** Protect good natural infiltration areas from development.

**Goal 2: Provide public access to unique natural areas.**

**Objective 2.1:** Continue to require new developments or sub-divisions to dedicate sufficient land acreage for recreational purposes, or contribute funds for future recreation and open space land acquisition.

## Goals, Objectives & Policies

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**Policy 2.1.1:** Provide accessible, well-maintained parks and playgrounds within convenient distance (1/4 mile) from all residences.

**Objective 2.2:** Preserve and maintain selected wooded areas, vegetative cover, streams, ponds, natural drainage ways, steep slopes and other natural resources in and around the City.

**Policy 2.2.1:** Coordinate natural resource protection and enhancement efforts with appropriate local, state, and federal agencies.

**Policy 2.2.2:** Maintain and protect mature trees on public property and along public streets to enhance the urban forest and urban wildlife habitat.

**Policy 2.2.3:** Manage invasive vegetation on public lands.

**Goal 3: Provide an opportunity for the use and harvest of significant commercial natural resources.**

**Objective 3.1:** Protect mineral deposits where practical from urban encroachment.

**Policy 3.1.1:** Establish effective planning policies and ordinances that allow for the possible removal of aggregate resources before land development.

**Policy 3.1.2:** Protect existing residential areas by assuring that mineral extraction areas are properly buffered.

**Objective 3.2:** Ensure all extraction of resources takes place under conditions which foster compatibility with existing surrounding land uses.

**Policy 3.2.1:** Identify key sand and gravel and timber sites that may exist in the City and plan for compatible land uses adjacent to key sites.

**Objective 3.3:** Provide for restoration of extraction sites for future development, agriculture, open space, recreational or other appropriate uses.

**Policy 3.3.1:** Provide educational material summarizing the costs and benefits of sand and gravel utilization and timber harvests.

**Policy 3.3.2:** Establish reclamation plans and future land uses when approving mineral extraction operations.

## Goals, Objectives & Policies

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**Objective 3.4:** Develop a comprehensive sustainability plan that encourages the use of wind, solar, geothermal and other “green” resources for energy efficiency.

**Policy 3.4.1:** Develop a wind power ordinance.

**Policy 3.4.2:** Develop a solar power ordinance that supersedes architectural control committee influences.

**Policy 3.4.3:** Encourage the use of geothermal resources and solar resources, especially in development utilizing TIF incentives.

**Policy 3.4.4:** Develop ordinances and policies that encourage electrification and alternative-fuel usage in commercial and passenger vehicles, and expand the supply of electric vehicle charging stations.

**Goal 4: Provide and maintain high-quality and energy/resource-efficient public water supply, sanitary sewer and treatment, stormwater management, recycling and refuse.**

**Objective 4.1:** Provide and maintain an adequate supply of safe water for drinking and fire protection needs at a reasonable price.

**Policy 4.1.1:** Meet all requirements of the federal Safe Drinking Water Act.

**Policy 4.1.2:** Encourage all water users to practice water conservation techniques to reduce demand for water wherever practices are feasible, to be accomplished through conservation programs or incentives or by implementing a more restrictive ban on lawn sprinkling.

**Policy 4.1.3:** Continue to monitor the Wellhead Protection Plan to address possible contamination of drinking water.

**Policy 4.1.4:** Continue to study well capacity analysis to assure adequate service under drought, well contamination, or other conditions.

**Policy 4.1.5:** Evaluate the option to examine the feasibility of infiltrating treated MMSD effluent to recharge the groundwater or use for agricultural irrigation or industrial groundwater.

**Policy 4.1.6:** Evaluate the feasibility of establishing or enhancing groundwater preservation areas, including potential landowner compensation.

## Goals, Objectives & Policies

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**Objective 4.2:** Maintain stormwater drainage and infiltration systems to meet or exceed legally required standards.

**Policy 4.2.1:** Update the City's Erosion Control and Stormwater Management Ordinance to maintain the highest possible standards based on the latest innovative practices and current information.

**Policy 4.2.2:** Provide educational sessions and information to City residents regarding stormwater programs and mitigation practices.

**Policy 4.2.3:** Encourage all City residents to implement on-site stormwater management practices.

**Objective 4.3:** Provide programs and options to meet the City resident recycling and refuse collection needs.

**Policy 4.3.1:** Ensure a high quality of service from recycling and refuse collection contractors and evaluate the latest innovations in technology.

**Policy 4.3.2:** Utilize the Resource Conservation Commission to continue to give advice and offer programs for City residents and businesses to reduce, reuse, and recycle.

**Goal 5: Maintain the existing public and private utility system and extend urban services within urban development boundary areas defined in a neighborhood plan, while minimizing the impacts to the environment.**

**Objective 5.1:** Maintain and improve the condition of the existing sanitary sewer and water infrastructure.

**Policy 5.1.1:** Inventory the condition of existing sewer services, trunks, structures, pumps and water mains and implement an improvements schedule based on the condition. Inventory use of lead in services and remediate.

**Policy 5.1.2:** Coordinate the street reconstruction and resurfacing program with the replacement and repair of public utilities.

**Policy 5.1.3:** Work with cooperative and investor-owned utility companies in order to coordinate their replacement of utilities with the street reconstruction and resurfacing program.

## Goals, Objectives & Policies

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**Policy 5.1.4:** Favor gravity flow sewer growth, in accord with the long-term growth boundary and phasing policies.

**Objective 5.2:** Expand public utilities to areas without urban services only after a neighborhood plan has been approved and subsequent urban service adjustment requests have been approved by the Capital Area Planning Commission and Wisconsin Department of Natural Resources. Public utility extensions will be staged in a contiguous manner from the existing infrastructure with minimal disruption to the environment and in accord with any staging plans provided by the neighborhood plan.

**Policy 5.2.1:** Discourage utility extensions across substantial vacant land.

**Policy 5.2.2:** Construct water and sewer extensions concurrently with new streets.

**Policy 5.2.3:** Avoid utility placement in wetlands and other environmentally sensitive areas.

**Objective 5.3:** Ensure that utility services are provided throughout the City.

**Policy 5.3.1:** Guarantee equitable access for cooperatives and investor-owned utility service providers in reaching their customers.

**Policy 5.3.2:** Ensure that cooperatives and investor-owned utilities are extended as the City develops and promote the underground installation of these lines.

**Policy 5.3.3:** Encourage cooperatives and investor-owned utility providers to develop an assertive funded program to bury facilities in established neighborhoods.

**Policy 5.3.4:** Support renewable energy and conservation techniques to reduce energy demands.

**Policy 5.3.5:** Ensure that the utility service providers or the City provides state of the art broadband with the highest level of connectivity at any given time, available to all City residents and businesses.

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# 3.C Government & Services

This section of the Plan addresses State of Wisconsin statutory requirements for the utilities and community facilities, inter-governmental cooperation, and implementation elements of a comprehensive plan.



# Government & Services

This section includes:

1. **Government and Services Data**

- **Hard Data:** What is the current state of government and services in the City?
- **Community Input:** What are people saying about government and services in the City?
- **City Plans and Policies:** What existing plans and policies impact government and services in the City?

2. **Government and Services Themes:** How does the data inform government in the City?

3. **Government and Services Policy Framework:**  
What are the City’s government and services goals and how will they be achieved?

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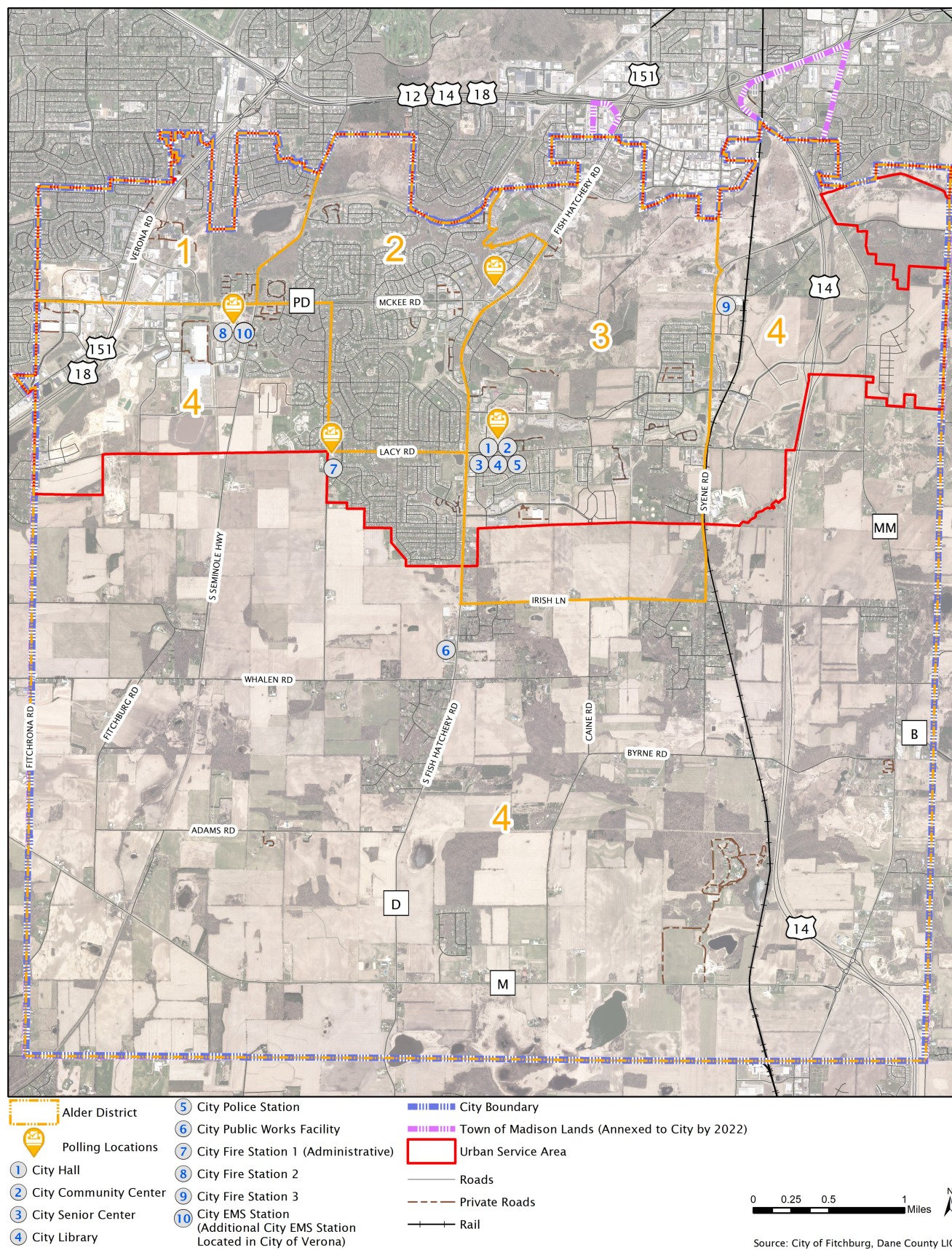
## Government & Services Data

Government and services data presented includes:

1. **Hard Data:** Map and inventory of government facilities and services owned, managed, or provided by the following:
  - City
  - Non-City
  - Cooperative (City and Non-City)
2. **Community Input:** Summary of government and services input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees
3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact government and services in the City

## Hard Data

### Map 3.C.1: Government & Services



Facilities and Services

City (see Map 2.C.1 for further detail)

Administration	City Hall, 5520 Lacy Road
Recreation	City Parks System and City Community Center, 5510 Lacy Road
Senior Citizen	City Senior Center, 5510 Lacy Road
Education	City Library, 5530 Lacy Road
Maintenance	City Public Works Facility, 2373 S. Fish Hatchery Road
Police	City Police Station, 5520 Lacy Road
Fire	City Fire Station 1: 5791 Lacy Road (administrative) City Fire Station 2: 2931 Marketplace Dr. City Fire Station 3: 2950 S. Syene Road Oregon provides service to the southeast corner of the City.
EMS	City EMS (Fitch-Rona) Station 1: 101 Lincoln St., Verona City EMS (Fitch-Rona) Station 1: 2931 Marketplace Dr., Fitchburg These services are provided to the City, City of Verona, and Town of Verona.

Needs Assessment: 2020 to 2040

Administration	The City’s current administration facilities are sufficient for the foreseeable future.
Recreation	The City continues to add and improve new parkland, and improve existing parklands, as population increases. The City is also exploring opportunities/partnerships to develop “neighborhood-center” type facilities in applicable areas.
Senior Citizen and Education	The City’s current senior center and library facilities are sufficient for the foreseeable future.
Maintenance	The City’s current maintenance facilities are sufficient for the foreseeable future.
Police	The City is currently exploring the potential to construct a stand-alone public safety building.
Fire and EMS	The City recently completed construction of a new Fire Station 1 (2017) and Fire Station 2 (2019). Station 1 houses EMS as well.

## Non-City

The following identifies various facilities owned and managed by entities other than the City. Services at these facilities are not provided by City staff:

Child care
19 licensed child care facilities
Health care
UW Health Fitchburg Clinic, 5543 E. Chery Pkwy (full-service clinic)
Group Health Cooperative, 3051 Cahill Main (full-service clinic)
Regional hospitals: Unity Point Health-Meriter Hospital, St. Mary's Hospital, UW Health Hospital
Corrections
Oregon Correctional Center, 5140 County Highway M (110-bed, State minimum security facility/farm)
Oakhill Correctional Institution, 5212 County Highway M (300 bed, State minimum security facility for medically-impaired)
SPRITE House, 4986 County Highway M (State facility providing skills training):

## Cooperative (City and Non-City)

The City also works with various other governmental entities to provide services, including educational institutions, school districts, and other entities as listed below:

Dane County	State of Wisconsin
<ul style="list-style-type: none"> <li>• Capital Area Regional Plan Commission</li> <li>• Clerks Departments</li> <li>• Land Water Resources Department</li> <li>• Planning and Development Department</li> <li>• Department of Human Services</li> </ul>	<ul style="list-style-type: none"> <li>• Department of Agriculture</li> <li>• Department of Health and Human Services</li> <li>• Department of Natural Resources</li> <li>• Department of Transportation</li> <li>• Economic Development Corporation</li> </ul>

The City has an inter-governmental agreement with both the City of Madison and Town of Madison, regarding Town dissolution by 2022. This agreement is hereby incorporated in to this Plan as Appendix C.

Community Input

The following summarizes government and services input gathered from the community, including City residents and committees, via a public opinion survey and public meetings:

- Good balance of urban and rural character
- Resident demographic diversity is appreciated
- City lacks identity
- More transparency desired
- More objectivity and standards needed in development review
- Overall satisfaction with sense of “community”, services provided, and public safety in the City

City Plans & Policies

The following identifies various existing City plans and policies (including ordinances and committees) that impact government and services in the City:

Budget (Adopted: Annual)

Capital Improvement Plan (Adopted: Annual)

Common Council



Fitchburg’s City Hall, Community Center, Senior Center, Police Station, and Library are all located at the City Campus, close to the Lacy Road/Fish Hatchery Road intersection.

## Government & Services Themes

The following identifies common government and services themes as gleaned from analysis of the various government data pieces, including “hard”, City resident and Committee feedback, and existing City plans and policies.

### Transparency and Engagement

The City should continue to develop open and accessible communication and collaboration channels between its staff, elected/appointed officials, and all City residents and businesses.

### Collaboration

The City should continue to work with its residents/businesses, other governmental units, and the private development sector to maintain existing and develop new services.

### Efficiency

The City should continue to provide existing and new services, and allocate them in a timely, organized, and proportional manner.

### Economy

The City should continue to provide existing and new services, and allocate them in a fiscally responsible manner.

### Quality

The City should continue to provide existing and new services and allocate them at a high-level and in a manner desired by its customers.

### Flexibility

The City should explore development of mechanisms to allow for land use planning documents to accommodate unforeseen, desirable, and appropriate development opportunities.

## Government & Services Policy Framework

The following identifies a policy framework for Growing Fitchburg’s Government Services from 2020 to 2030, including the following:

- 1. Growth Principles
- 2. Goals, Objectives, & Policies

### Growth Principles

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### Goals, Objectives & Policies

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**Goal 1: Locate and maintain public facilities and services so as to encourage compact growth, neighborhood revitalization, active lifestyles, energy conservation, and sustainable neighborhood design.**

**Objective 1.1:** Provide public facilities in a cost-effective manner and build them to a high standard of architectural quality and energy efficiency.

**Policy 1.1.1:** Build facilities that can serve more than one purpose, when feasible and space is available.

**Policy 1.1.2:** Construct and maintain facilities to the highest efficient and economical level of quality possible to demonstrate to the private sector the expressed desire for an improved developed environment.

**Policy 1.1.3:** Provide facilities and services with the intention of promoting compact, orderly urban growth and neighborhood revitalization.

**Policy 1.1.4:** Provide facilities designed and built to the latest green building standards with an emphasis on conservation of energy.

**Policy 1.1.5:** Formulate and adopt minimum green building design standards for new public facilities.

**Policy 1.1.6:** Continue the 10-year capital improvements program that sets priorities for competing public needs and which can be funded from available fiscal resources.

## Goals, Objectives & Policies

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**Policy 1.1.7:** Continue to explore opportunities and partnerships to develop “neighborhood-center” type facilities in relevant City neighborhoods.

**Goal 2: Engage in mutually beneficial intergovernmental relations with local and overlapping governments or agencies to reduce or resolve conflicts.**

**Objective 2.1:** Continue the exchange of information about regional issues and build interpersonal relationships that promote communication.

**Policy 2.1.1:** Re-establish monthly or bi-monthly meetings with the Capital Area Regional Planning Commission and planners and zoning administrators from the regional cities, villages, and towns to discuss a predetermined subject.

**Policy 2.1.2:** Provide a copy of this Comprehensive Plan to all surrounding local and regional governments, and stay current with Comprehensive Plan updates from municipalities that are adjacent to the City.

**Policy 2.1.3:** Continue to work with relevant federal, state and regional Agencies in implementing policy.

**Policy 2.1.4:** Continue discussions with Madison Metropolitan Area, Oregon, and Verona Area school districts regarding future development, population projections, and potential locations for new schools.

**Policy 2.1.5:** Work with the local higher educational facilities in matching workforce needs.

**Objective 2.2:** Share public resources and regional planning that have cross-jurisdictional implications.

**Policy 2.2.1:** Work with Dane County and the surrounding towns, cities, and villages on implementation of regional transportation and land use plans.

**Policy 2.2.2:** Continue to assist Dane County on surface and ground water management plans.

**Policy 2.2.3:** Work in partnership with Dane County to enhance and create efficiencies in geographic information system data.

## Goals, Objectives & Policies

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**Policy 2.2.4:** Continue to participate in intergovernmental agreements for mutual fire/police response.

**Policy 2.2.5:** Continue to explore opportunities for providing public facilities and services by multiple local units of government.

**Objective 2.3:** Encourage land use and transportation plans in adjacent towns, cities and villages that are consistent with the objectives of this Plan.

**Policy 2.3.1:** Encourage the Towns of Dunn, Oregon and Verona to plan for agriculture and open space preservation adjoining similarly planned agriculture and open space preservation land uses in the City.

**Policy 2.3.2:** Utilize the City's extraterritorial jurisdiction to guide site design, land use, and appearance of development within the City's Extra Territorial Jurisdiction in a manner that forwards the recommendations of this Plan.

**Policy 2.3.3:** Be cognizant of agriculture and open space uses planned by towns near the City's planned development areas by mitigating impacts of development on those adjoining agriculture and open space areas.

**Policy 2.3.4:** Communicate with nearby cities and villages to establish areas of community separation.

**Objective 2.4:** Practice methods of resolving intergovernmental disputes that are efficient, friendly and mutually beneficial.

**Policy 2.4.1:** Maintain open relationships with neighboring jurisdictions to build trust among staff and elected/appointed officials, share information, cooperate on issues of mutual interest or concern, and identify and resolve potential conflicts at an early stage.

**Policy 2.4.2:** Use cooperative planning, negotiation, and mediation to resolve intergovernmental disputes prior to using legal action.

# 4 Where will Fitchburg grow?

This chapter of the Plan addresses State of Wisconsin statutory requirements for the land use, intergovernmental cooperation, and implementation elements of a comprehensive plan.

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# Land Use

This section includes:

1. **Land Use Data**

- **Hard Data:** What is the current and future state of the City’s land use?
- **Community Input:** What are people saying about the City’s land use?
- **City Plans and Policies:** What existing plans and policies impact the City’s land use?

2. **Land Use Themes:** How does the data inform the City’s land use goals?

3. **Land Use Policy Framework:** What are the City’s land use goals and how will they be achieved?

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## Land Use Data

Land use data presented includes the following:

1. **Hard Data**

- Existing land use
- Land use trends
- Land use projections

2. **Community Input:** Summary of land use input gathered from City residents via a public opinion survey and public meetings, as well as input from various City committees

3. **City Plans and Policies:** Inventory of existing City plans and policies (including ordinances and committees) that impact land use in the City

## Hard Data

Map 4.1: Existing Land Use

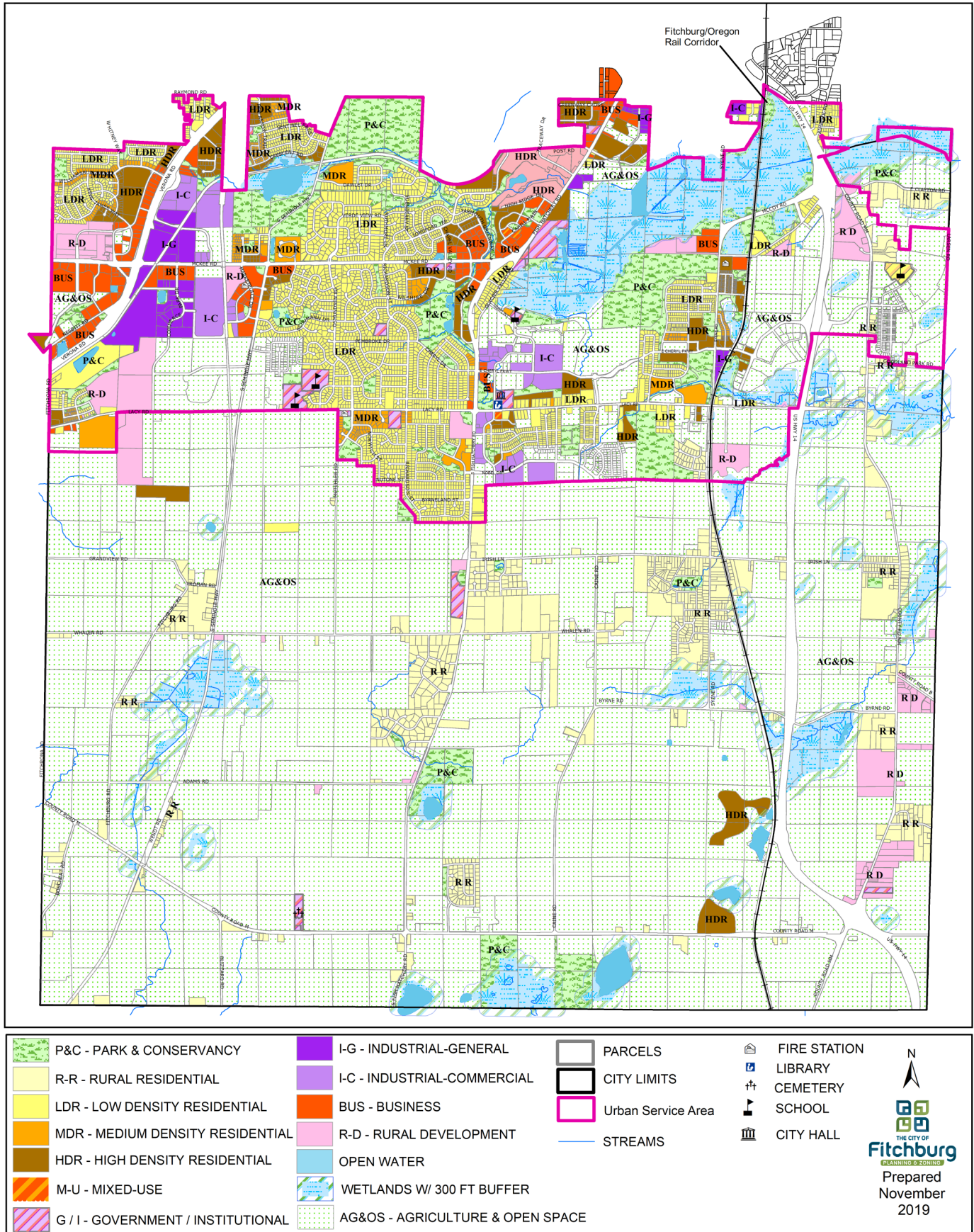


Figure 4.1: Land Use Trends—2009 to 2019

Land Use Category	2009	2009	2019	2019	Change: 2009-2019	Change: 2009-2019
	Acres	Percent	Acres	Percent	Acres	Percent
Developed						
Residential	2,672.9	42.8%	2,830.2	42.4%	138.4	-0.4%
Single-Family	2,198.3	35.2%	2,274.3	34.1%	64.2	-1.1%
Two-Family	107.7	1.7%	125.3	1.9%	17.2	0.2%
Multi-family	366.9	5.9%	430.6	6.5%	57.0	0.6%
Commercial	479.1	7.7%	522.4	7.8%	37.3	0.2%
Industrial/Extractive	583.3	9.3%	663.8	9.9%	80.5	0.6%
Transportation, Communications, Utilities	234.1	3.7%	238.2	3.6%	3.4	-0.2%
Street Right of Way	1,632.0	26.1%	1,720.5	25.8%	88.5	-0.4%
Institutional	297.6	4.8%	314.3	4.7%	17.1	-0.1%
Recreation	345.2	5.5%	367.8	5.5%	22.6	0.0%
Stormwater (Outside Environmental Corridor)	NA	NA	17.1	0.3%	17.1	NA
Developed Total	6,244.2	100%	6,674.3	100.0%	430	NA
Undeveloped						
Woodlands/Open Space/Vacant	4,890.2	30.3%	4,642.3	29.6%	222.8	-0.7%
Crop and Pasture	11,226.2	69.7%	11,044.3	70.4%	181.9	0.7%
Undeveloped Total	16,116.4	100.0%	15,686.6	100.0%	-430	NA
Water	144.9	100.0%	144.9	100.0%	NA	NA
TOTAL - Developed, Undeveloped, and Water	22,506	NA	22,506	NA	NA	NA

Source: City of Fitchburg Building Permits

**Figure 4.2: Land Use Projections\***

Land Use Category	2020-2025	2025-2030	2030-2035	2035-2040	2020-2040
	Acres	Acres	Acres	Acres	Acres
Residential	175.0	175.0	175.0	175.0	700.0
Commercial and Industrial	91.0	91.0	91.0	91.0	364
Communications, Utilities, and Institutional	14.0	14.0	14.0	14.0	56.0
Street Right of Way	66.0	66.0	66.0	66.0	264.0
Stormwater	13.5	13.5	13.5	13.5	54.0
Parks and Recreation	84.5	84.5	84.5	84.5	338.0
<b>Total</b>	<b>269.0</b>	<b>269.0</b>	<b>269.0</b>	<b>269.0</b>	<b>1,776.0</b>

\*Assumes 2,454 new housing units over a 10-year period, per the City's Housing Plan, at 7 housing units per acre.

## Community Input

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The following summarizes land use input gathered from the community, including City committees, via a public opinion survey and public meetings:

- Maintain rural/urban balance
- Proactively identify areas for growth and development
- Maintain and develop parks and open space, and paths/trails
- Take advantage of proximity to Madison
- Develop city “center” and create identity
- Re-invest/re-develop in northern neighborhoods, including development of neighborhood centers
- Create walkable “mixed use” neighborhoods that have a diverse resident demographic and affordable housing
- Develop “entertainment” areas (social-gathering places, restaurants, etc.)
- Identify additional lands for industrial development
- Reduce pace of multi-family residential development
- Create more stringent development review standards
- Allow more flexibility to alter land use plans
- Develop land adjacent to major corridors in a more “urban” form

## City Plan & Policies

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The following identifies various existing City plans and policies (including ordinances and committees) that impact land use in the City:

Neighborhood Plans (See Appendix A)

Re-development and Corridor Plans

Housing Plan (Adopted: 2019)

City in Motion (Adopted: 2018)

Healthy Neighborhoods Initiative (Adopted: 2019)

Agriculture Plan (Adopted: 2017)

Parks, Open Space, and Recreation Plan (Adopted: 2016)

Bicycle and Pedestrian Plan (Adopted: 2017)

Zoning Ordinance (Chapter 22)

SmartCode Ordinance (Chapter 23)

Land Division Ordinance (Chapter 24)

Plan Commission

Agriculture and Rural Affairs Committee

Zoning Board of Appeals

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# Land Use Themes

The following identifies common land use themes as gleaned from analysis of the various land use data pieces, including hard data, City resident and Committee feedback, and existing City plans and policies.

## Healthy Neighborhoods

The City should work towards developing and maintaining “healthy” neighborhoods that consist of quality, diverse housing, adequate gathering/social spaces, and horizontal and vertical land use “mixing” offering live/work/play options with multi-modal access options, and attractive streetscapes.

## Major Corridors & Gateways

The City should develop or re-develop its major corridors, or gateways, in a manner that recognizes their geographical significance and potential economic value and “place-making” capacity.

## Districts & Nodes

The City should continue to utilize a strategic, unified approach to develop and market/brand the various districts, or nodes, in the City.

## Land Acquisition & Site Assembly

The City should explore land acquisition and development partnerships, as a means to spur additional re-development and new development in specific, appropriate locations.

## Agriculture

The City should continue to preserve land for agricultural production, and support various sectors of the agricultural economy, including both cash crop (corn and soybeans) and those commodities and activities that enhance the local food system.

## Water

The City should develop its land base in a manner that maintains required water quality standards and minimizes stormwater runoff impacts in the region.

## Land Use Themes

### Communication

The City should continue to actively engage with landowners and private development interests to encourage quality and appropriate development in a timely manner that reflects market demands and trends, and achieves the goals of all parties.

### Partnerships

The City should work collaboratively with its residents/businesses, other governmental units, and the private development sector to encourage quality and appropriate development in a timely manner that reflects market demands and trends, and achieves the goals of all parties.

### Incentives

The City should continue to utilize Tax Incremental Financing (TIF) and other mechanisms as incentives to encourage re-development and new development in specific, appropriate locations.

## Land Use Policy Framework

The following identifies a policy framework for Growing Fitchburg’s Land Use from 2020 to 2030., including the following:

- 1. Growth Principles
- 2. General Land Use Policy
- 3. Goals, Objectives, & Policies

### Growth Principles

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### General Land Use Policy

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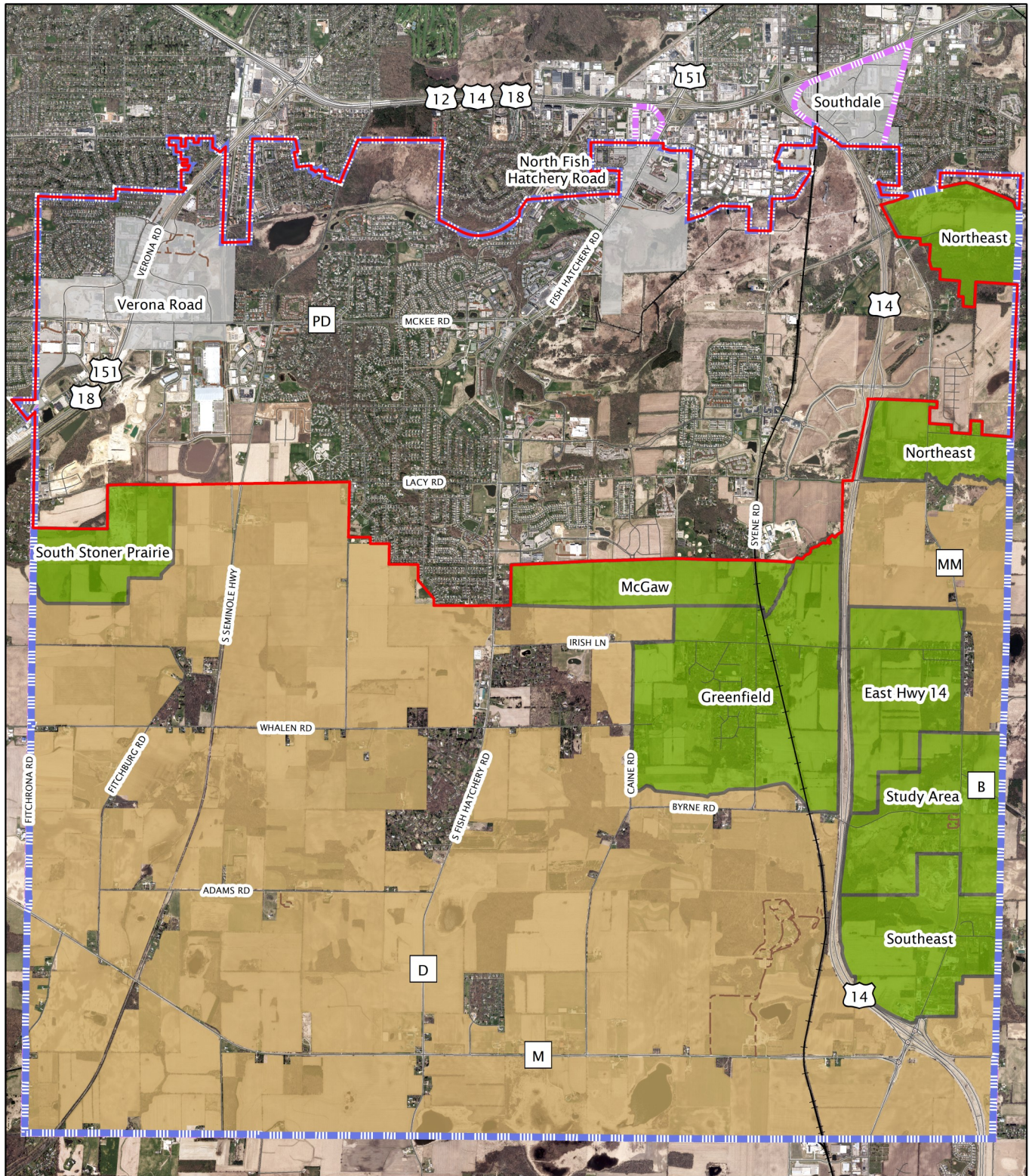
The following sub-sections identify the overarching land use policies that guide land use in the City:

- 1. Growth Zones
- 2. Future Land Use Map
- 3. Sector Plan Map
- 4. Urban Development
- 5. Rural Development
- 6. Extraterritorial Planning Areas
- 7. Extraterritorial Conflict Areas

### Growth Zones

The City’s land base is unique, consisting of “urban”, “suburban” and “rural” land uses. As such, the City has identified three growth zones (Map 4.2), to accommodate future development, that recognize the uniqueness of its land base. These zones are distinct in their location and characteristics, and similarly have specific policies that are applicable to each of them. These policies are identified in the Policy Framework section in this Chapter. The growth zones are identified as Greenfield, Grayfield, and Farmfield, and are further identified in the following pages.

Map 4.2 Growth Zones



- Grayfield Growth Zone
- Greenfield Growth Zone
- Farmfield Growth Zone
- City Boundary
- Town of Madison (Annexed to City by 2022)
- Urban Service Area
- Roads
- Private Roads
- Rail

Additional lands not shown on the map, in the City's urban service area but not in a grayfield growth zone, are also available for growth. These areas are to be designated within the greenfield growth zone.



Source: City of Fitchburg, Dane County LIO

**Greenfield**

This growth zone, also known as Future Urban Development Areas (FUDA) and categorized as neighborhoods\*, consists of undeveloped lands, often in agricultural use, located at the edge of the City’s developed areas outside of the urban service area. This growth zone is intended to accommodate future residential, commercial, industrial, institutional, and associated development.

The City currently has 2,383 acres in this growth zone, in seven separate FUDA’s, as follows:

**Northeast Neighborhood (242 acres)**

The Northeast Neighborhood is generally bounded by Nine Springs Creek on the north, US Highway 14 of the west, The Town of Dunn to the east, and Swan Creek to the south. There are two major natural resources within this neighborhood, the Nine Springs Creek and associated wetlands in the north and Swan Creek and associated wetlands in the south.

**McGaw Park Neighborhood (299 acres)**

The McGaw Park Neighborhood is generally bounded by the January 2004 USA Boundary and Lacy Road to the north, the January 2004 USA Boundary to the west, Swan Creek and US Highway 14 to the east, and the center of the existing power line easement to the south. The major natural resources within this neighborhood are Swan Creek and associated wetlands located east of Syene Road.

**Greenfield Neighborhood (596 acres)**

The Greenfield Neighborhood is generally bounded by the North McGaw Neighborhood and Swan Creek to the north, Caine Road to the west, State Highway 14 to the east, and Murphy Creek to the south. There are two major natural resources within this neighborhood, the Swan Creek and associated wetlands in the north, Murphy Creek and associated wetlands in the south and an isolated wetland in the center.

\*All FUDA neighborhood acreages are exclusive of mapped natural resources, buffers, and parcels less than 5 acres. A detailed site analysis and wetland delineation may increase the amount of natural resources within a neighborhood.

**East Hwy 14 Neighborhood (353 acres)**

The East Hwy 14 Neighborhood is generally bounded by State Highway 14 to the west, a line approximately 1,300 feet north of Irish Lane to the north, Highway MM to the east and the separation of gravity flow sewer to the south. Major natural resources within the neighborhood include two isolated wetlands along with Murphy Creek and associated wetlands to the far south and east.

**Southeast Neighborhood (344 acres)**

The Southeast Neighborhood is generally bounded by State Highway 14 to the west, the separation of gravity flow sewer to the north, the Town of Dunn to the east, and State Hwy 14 and the separation of gravity flow sewer to the south. There are no major resources in this neighborhood; however, a major wetland lies to the northwest of the neighborhood.

**South Stoner Prairie Neighborhood (276 acres)**

The South Stoner Prairie Neighborhood is generally bounded by the January 2004 USA and Lacy Road to the north, a line approximately 2,000 feet west of S. Seminole Hwy to the east, the Town of Verona to the west, and a line approximately 1,300 feet north of Grandview Road to the south. The South Stoner Prairie Neighborhood boundary may be moved to the east boundary of the north one-half of section 18 if it can be shown that this land area can obtain gravity sanitary sewer service by sewer lines serving the South Stoner Prairie area. When making a decision as to whether or not to include this area, the Plan Commission and Common Council are to also assure that the area poses no conflicts with other principles outlined in the Comprehensive Plan, especially R-30-07. There are two unnamed streams in the southern portion of this neighborhood.

**Study Area Neighborhood (273 acres)**

The Study Area Neighborhood falls within an area that currently cannot be serviced by gravity flow sewer. The neighborhood is generally bounded by State Highway 14 to the west, East Hwy 14 Neighborhood to the north, the Town of Dunn to the east and the separation of gravity flow sewer to the south. The major natural resource is Murphy Creek and associated wetlands in the west and north. Because of one natural resource, existing transportation corridors (County Highways MM & B) and its location between two future development areas, this location needs to be further planned to determine how it should be handled in the future. Planning of this area will occur with either or both East Hwy 14 or Southeast Neighborhoods.

Grayfield

This growth zone consists of lands that are already developed, or lands that are vacant and surrounded by development, inside of the urban service area. This growth zone is intended to accommodate future residential, commercial, industrial, institutional, and associated development.

The City currently has 850 acres\* in this growth zone, in 3 separate areas, as follows:

**North Fish Hatchery Road Area (228 acres)**

This area is in the City’s north-central portion, corresponding to the boundary identified in the North Fish Hatchery Road Opportunity Analysis. This area provides significant opportunities for commercial and residential development. Existing multi-family residential uses in this area may potentially provide opportunities for rehabilitation or expansion.

**Verona Road Area (427 acres)**

This area is in the City’s northwestern portion, corresponding to the boundaries identified in the City’s Arrowhead and Anton Drive Redevelopment Plans. This area provides significant opportunities for commercial, residential, and industrial development. Existing multi-family residential uses in this area may potentially provide opportunities for rehabilitation or expansion.

**Southdale Area (195 acres)**

This area, located adjacent to County Highway MM, just south of U.S. Highway 12/18 (Beltline), is currently in the Town of Madison and will become part of the City in 2022. This area provides significant opportunities for commercial and industrial development. Existing residential uses in this area may potentially provide opportunities for rehabilitation or expansion. The City has approved creation of a Town Tax Increment District for a large portion of this area, subject to City approval of a comprehensive development plan.

\*Not all acreage within grayfield growth zones is available for development.

Farmfield

This growth zone consists of lands planned for agriculture outside of the urban service and not within a FUDA. This growth zone is intended to accommodate agriculture and associated development, including both cash crop production and production that enhances the local food system.

## Future Land Use Map

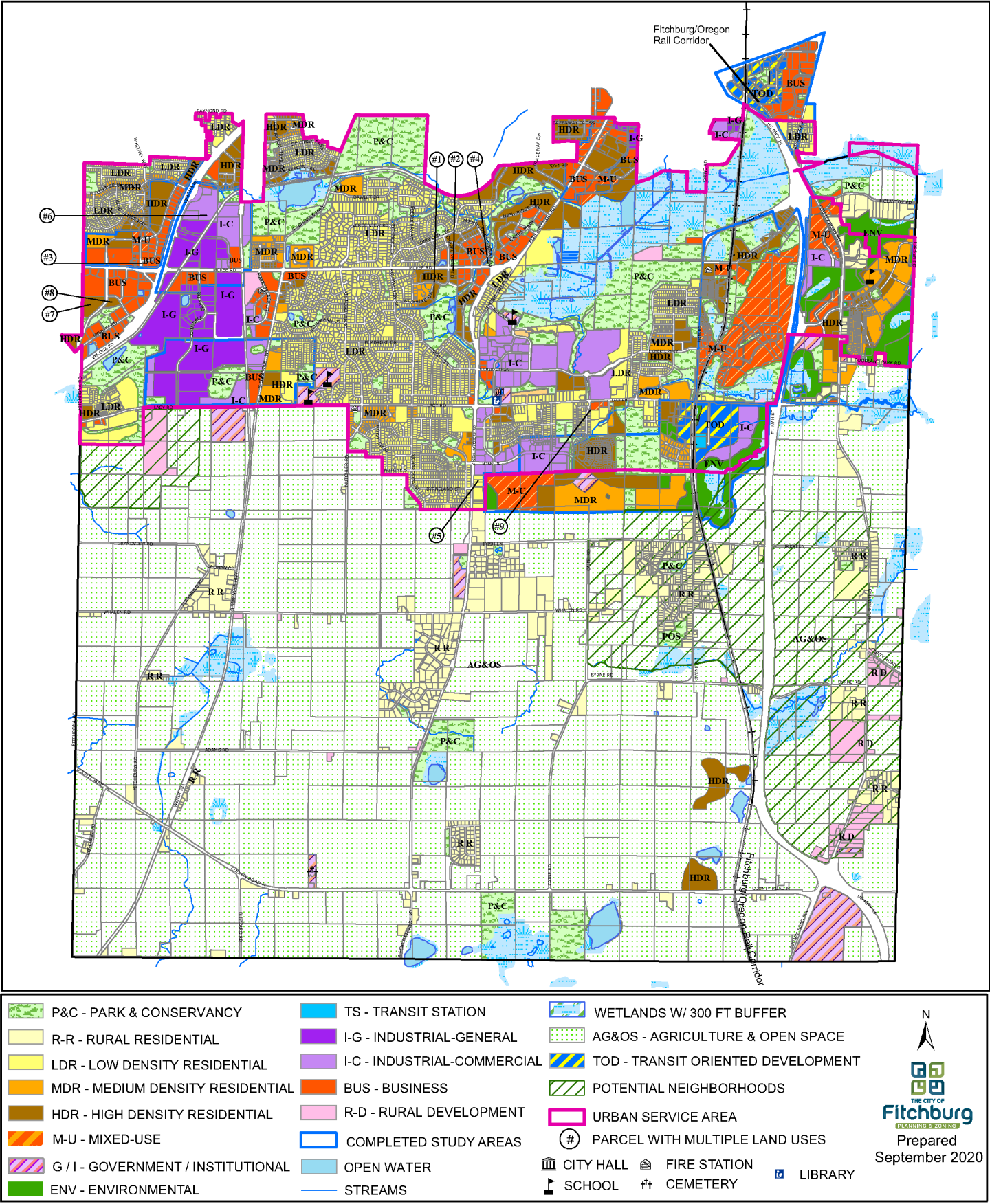
The Future Land Use Map is a general illustration of Plan policies not intended to reflect every policy direction. It is to be used as a guide for future development for lands utilizing City Zoning (except the SmartCode District). It is intended to reflect community desires, control land use conflicts, and serve as a guide for local officials to coordinate and manage future development of the City.

Changes from the existing land use map to realize the future land use pattern may occur if and upon requests for rezoning, land divisions, conditional use permits, or other development approvals in accordance with appropriate phases as determined by the City.

Currently land uses that differ from the Map, and which are under administrative review for expansions or alterations will be reviewed in regards to the following applicable policies to determine the precise land use potential of any site. In addition, certain proposed uses as shown may see their location, size and/or configuration altered as additional development plans are accomplished, such as neighborhood plans, infill and redevelopment studies, comprehensive development plans, special study areas, and land divisions. It is not the intent to require an amendment to the Comprehensive Plan and the Map for any alterations that may occur as a result of more detailed planning or mapping errors.

As needs arise, certain facilities are required to service the community. These facilities are generally streets, utility facilities, stormwater management systems, and park, open space and recreation, but may include other governmental facilities such as public safety, library or municipal administrative services. It is not the intent of the Map to completely identify each of these facilities therefore, they may occur in most any land use category described by this Chapter.

Map 4.3: Future Land Use



## Future Land Use Map—Notes

Eight areas may be considered for an alternate land use than what is currently identified on the Future Land Use Map or other special considerations may apply.

1. First, in lots 53 & 54 Chapel Valley which is designated High Density Residential (HDR) may be considered appropriate for Medium Density Residential (MDR) land use levels.
2. The second area is lot 1 CSM 4905 which is currently designated as High Density Residential (HDR), but may see land uses more appropriate with the Business (BUS) classification, provided that any businesses allowed at the site are compatible in scale and nature of operation with the residential character of the land area south of McKee Road to which it is most closely linked.
3. The third area is the existing Fire Station #2 site, lot 1 CSM 6539, which currently is designated as Government/Institutional (G/I), but upon vacation of the fire/EMS use may be considered for a use consistent with the Business classification.
4. The fourth area is an existing single family house on lot 16 Forsynthe Downs (east of Yarmouth Greenway, and north of McKee Road). The site is currently designated Park & Conservancy, but may be suitable for Professional Office (B-P) zoning provided an agreement between the city and property owner is reached regarding use and development restrictions to ensure low traffic impact users.
5. The fifth area is the four tax parcels addressed as 2546 and 2556 S Fish Hatchery Road, which currently are designated Low Density Residential, provided that development shall not occur until sole access is provided on either Nobel Drive or Research Park Drive.
6. The sixth area is the I-C land use classification in the Arrowhead Plan. Due to its relationship to the I-G land use classification, some I-C land use designation areas may, by approval of the Plan Commission, change to the I-G designation provided that no negative effects are anticipated to nearby land uses.
7. The seventh area is Lot 10 Orchard Pointe, which is currently designated High Density Residential (HDR), but which may, by approval of the Plan Commission, be suitable for Mixed-Use (M-U).
8. The eighth area is Lot 12 Orchard Pointe, which is currently designated High Density Residential (HDR), but which may, by approval of the Plan Commission, be suitable for Business (BUS).
9. The ninth area includes Lot 1 CSM 14487, Lot 2 CSM 14487, and a portion of Lot 1 CSM 3060, which is currently designated either Mixed-Use or Low Density Residential with an allowable density range of 2-5 dwelling units per acre.

Future Land Use Map Categories

**Rural Residential (R-R)**

The Rural Residential category includes existing single-family detached dwelling unit structures located outside the current urban service area in rural subdivisions. Minimum lot sizes for these unsewered lots are one acre per single-family unit. Rural Residential falls in the Rural Density Zoning District (R-R) and the Low Density Zoning District (R-L).

**Low Density Residential (LDR)**

This category includes single-family detached dwelling unit structures located inside the current urban service area along with churches, educational facilities, utilities, governmental facilities and other uses as approved on a conditional use basis. Allowable densities range from two to five housing units per acre. Low Density Residential falls in the Low Density Zoning District (R-L), Low to Medium Density Zoning District (R-LM), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

**Medium Density Residential (MDR)**

This category includes two-family housing, some multi-family housing and limited single-family housing along with churches, educational facilities, utilities, governmental facilities and other uses as approved on a conditional use basis. Allowable densities range from five to nine housing units per acre. Medium Density Residential falls in the Medium Density Zoning District (R-M), the High Density Zoning (R-H), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

**High Density Residential (HDR)**

All townhouses, buildings greater than 2 units with individual exterior entrances, and all forms of apartment buildings are included in this category along with churches, educational facilities, utilities, governmental facilities, correctional facilities and other uses as approved on a conditional use basis. The density is expected to be over 9 housing units/acre. Additional density categories that comply with HDR as described may be specified and adopted into the Comprehensive Plan through a neighborhood planning process. High Density Residential falls in the High Density Zoning District (R-H and R-Ha), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP).

**Mixed Use (M-U)**

This category includes a variety of housing units, types and densities along with neighborhood scale retail businesses and offices, sometimes all located in mixed-use buildings. All buildings are set close to the sidewalk with doors and windows facing the street with parking located behind the building. In some instances, based on the Plan Commission's discretion, stand alone buildings may be permitted within a mixed use category depending on the comprehensive development plan for the area. Mixed Use falls primarily in the Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP), although in some instances a General Business Zoning District (B-G) may serve some of the anticipated purposes.

**Government/Institutional (G/I)**

This category includes the City Hall, Community Center, Police Station, Fire Stations, Public Works Facilities and potential Library, along with future public centers. This falls under the General Business Zoning District (B-G). However, many zoning districts and land use categories accommodate government and private utility uses. Educational and religious facilities may be acceptable in some G/I designated areas, and could use residential zoning classifications, or as allowed by Professional-Office Zoning District (B-P) or the General Business Zoning District (B-G).

**Business (BUS)**

This category includes office buildings, office-showrooms, warehouses, and light industrial buildings that offer retail trade or services for individuals or businesses. In the zoning ordinance, business falls in the Professional Office Zoning District (B-P), the General Business Zoning District (B-G), the Highway Business Zoning District (B-H), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP). As planning becomes more detailed through Comprehensive Development Plans or other City planning activities, the business areas will become more refined as to which zoning district uses are accepted by the City. The City may also require the owner to limit or eliminate some allowable uses.

**Industrial Commercial (I-C)**

This category is for an aesthetically attractive working environment for offices, research and development institutions, specialized manufacturing, biotechnology businesses, banks and financial institutions, and accessory uses (educational/training centers, day care centers, restaurants, etc.) that are tailored to serve the workers within the district. Industrial-Commercial falls in the Specialized Industrial Zoning District (I-S), the Professional Office Zoning District (B-P), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP). The General Business Zoning District (B-G) may be acceptable for office and financial institutions.

**Industrial General (I-G)**

This category includes areas that are predominantly industrial in character. Industrial includes light manufacturing, transportation, assembly and wholesaling operations, and a limited number of retail and service establishments. In the zoning ordinance, Industrial-General falls in the General Industrial Zoning District (I-G), Planned Development Zoning District – General Implementation Plan (PDD-GIP) and Planned Development Zoning District-Specific Implementation Plan (PDD-SIP). The Highway Business Zoning District (B-H) may be acceptable for some light industrial or related uses.

**Rural Development (R-D)**

This category includes single family housing, utility substations, existing quarries, and commercial uses that have developed in rural areas, but is mainly intended for commercial uses that support agricultural production. In the zoning ordinance, Rural Development falls in the Rural Development Zoning District (RD), the Exclusive Agricultural Zoning (A-X), and the Small Lot Agriculture Zoning (A-S). As of October 12, 2010, no property shall be rezoned to the R-D district. Some pre-established uses under other zoning districts may be found in the R-D classification.

**Parks & Conservancy (P&C)**

This category includes public parks, open water, DNR wetlands, major private open spaces and public recreation and open spaces such as playfields and golf courses.. In the zoning ordinance, Park & Open Space falls in the Park and Recreation Zoning District (P-R).

### Completed Study Areas

These areas have gone through a public planning process to produce a neighborhood plan, redevelopment plan, or aesthetic improvements plan which will help guide future development within these areas.

### Potential Neighborhood Study Areas

Through a rigorous study, the City identified these areas as the long term (50 plus year) growth boundary for the City. Prior to urban development and services being extended to these areas, the identified neighborhoods must go through the Neighborhood Planning process and be approved by the Capital Area Regional Planning Commission (CARPC) for urban extension.

### Environmental Corridors

Environmental corridors and buffers serve to better protect and possibly enhance biological and water quality components of streams, wetlands and their related habitats.

- Land uses allowed within the established environmental corridors or buffers shall generally follow guidelines established by CARPC.
- It is not the intent of the environmental corridors or buffers to prevent or obstruct the necessary maintenance, expansion or construction of storm water management facilities (such as retention or detention ponds or infiltration basins), major underground utilities or major transportation facilities which serve to provide system continuity or are necessary to serve areas outside of the corridors. Encroachment into the buffers should be limited, with high-level erosion control and native vegetation restoration.
- In addition, park shelters, access structures and recreation trails may be allowed. If there is a trail in a buffer, at the minimum 75-foot width, the trail should be located as far from the wetland as practicable. Park shelters should not be located in the 75-foot minimum width buffer. However, in buffers of 300 feet or more in width such facilities are to be located to not cause damage to the wetland, and, where practicable, be at least 150 feet from the wetland edge. Depending upon the number and extent of utility easements or facilities for a particular buffer, its width may need to be increased to appropriately handle the easements or facilities and the effects to the natural resources that the easements or facilities may have.
- Agricultural production is allowed within the corridor, but it is preferred that the activity be organic. In the urban service area the City may require organic agriculture with the level of organic agriculture determined by the Resource Conservation Commission. Appropriate filtration strips for agriculture practices are to be put in place.

**Environmental Corridors**

- In urban areas, it is strongly suggested that as development near the buffer occurs, the first 100 feet at a minimum of a 300 foot or greater wetland buffer be native vegetation, such as prairie grass with related oak openings. Buffers at 100 feet or less in width are encouraged to use native vegetation throughout the buffer area as long as it does not conflict with other facilities. Existing woodlots within the buffer are to remain with enhancement encouraged by removal of invasive species and other forest management methods.
- New residential, commercial or industrial land uses and their related facilities (such as decks, patios, swimming pools, hard surface sport areas, parking lots, driveways and the like) shall not be located within an environmental corridor or buffer zone and any disturbance of natural vegetation kept to a minimum, with native vegetation restoration encouraged. The Plan Commission, in approval of plans for a property, will consider allowable buffer uses and may require restoration to greater levels than those noted in this plan.

For wetlands outside of the current urban service area the environmental corridors may be altered by action of the Plan Commission and Resource Conservation Commission, where the following minimum criteria are met:

- a. The minimum 300-foot buffer zone may be reduced to a minimum of 100 feet for wetlands that: are isolated wetlands not related to a navigable or non-navigable stream, a pond, or lake or is a wetland area that is not an alteration of or relevant to a wetland shown in Map 4.3
- b. The minimum 300-foot buffer zone may be reduced to as low as 75 feet if the wetlands meets (a.), above, and is also a degraded or farmed wetland. Degraded shall mean that over 90% of the surface cover of the wetland consists of invasive species as identified by the WDNR or was replaced by agricultural crops. In exchange for a reduced buffer, it is expected that the wetland will be restored, particularly in an urban situation. If the wetland is restored it is not expected that the buffer will be increased due to the restoration.
- c. Current (2007) buildings and farmsteads and the immediately related lawn or use areas are to be excluded form the buffer areas. Any new building within the excluded area is to be at least 75 feet from a wetland. Any replacement construction is to be at least 75 feet from a wetland, unless such a distance provides a unique hardship.
- d. The minimum 300-foot environmental corridor or buffer may be increased where the wetland contains unique, threatened or endangered species or community such as, but not limited to, shrub carr, southern sedge meadow, or calcareous fen. Or, it is a wetland that is related to or part of a stream or lake complex that is upstream of a wetland complex that contains a unique, threatened or endangered species or community.

## Sector Plan Map

The Sector Plan Map (Map 4.4) is comprised of open space and possible growth areas. The map is to be used as a guide for future development and preservation locations to be zoned under the SmartCode District. Growth areas are intended for the development of Community Units and Transect Zones defined by the Articles within the SmartCode District.

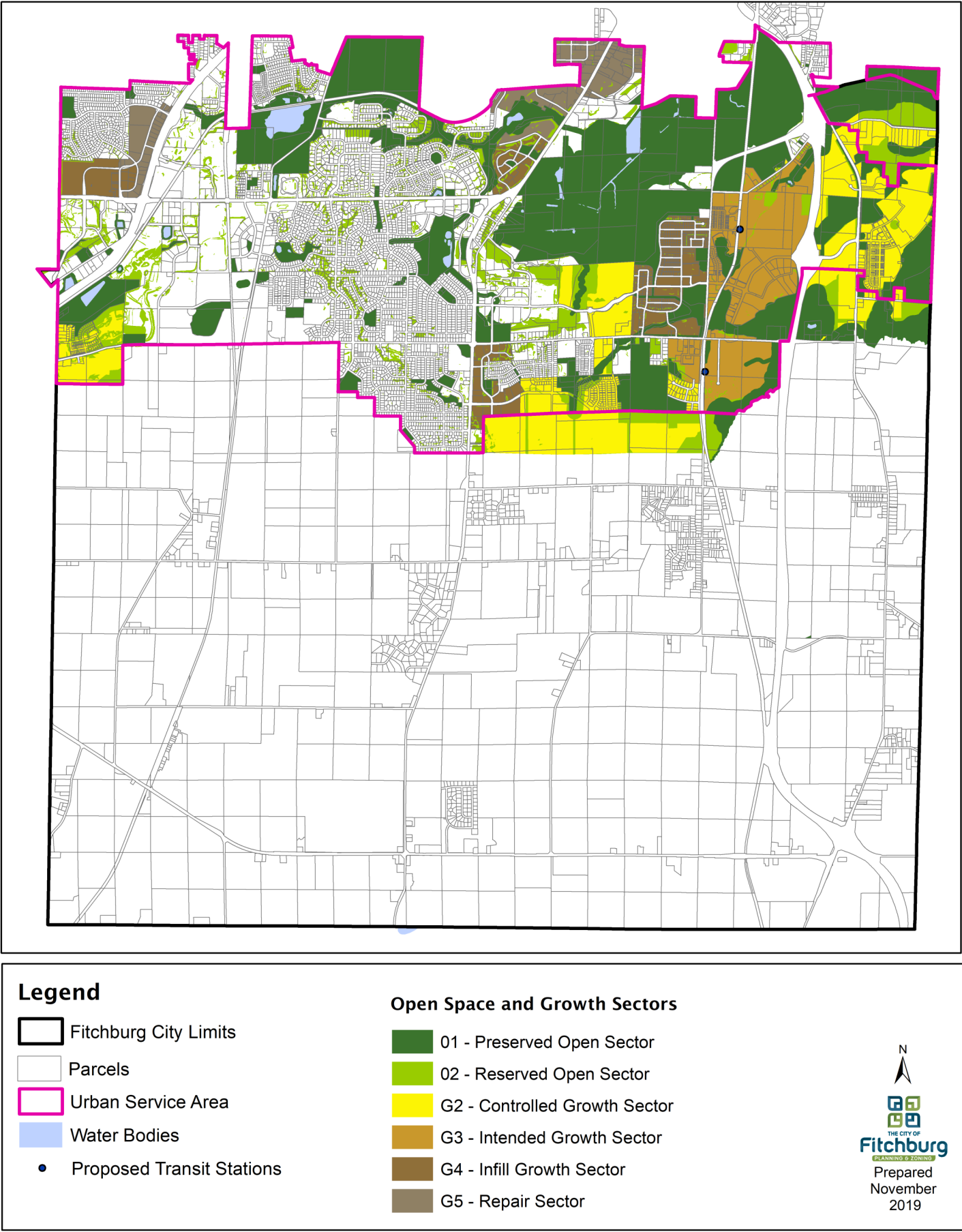
Determination of sector designations were identified (and should be followed for any amendments) in the following sequence:

1. Preserved Open Sector (O-1)
2. Reserved Open Sector (O-2)
3. Infill Growth Sectors (G-4)
4. Infill Retrofit Sectors (G-5)
5. All remaining areas may be available for new development pursuant to New Community Regulating Plans submitted and approved in accordance with the SmartCode District, Article 3. These areas may be assigned to the Restricted Growth Sector (G-1), the Controlled Growth Sector (G-2), or the Intended Growth Sector (G-3) based on the criteria for each sector. Within these sectors, the Community Unit types of Clustered Land Development (CLD), Traditional Neighborhood Development (TND) and Transit Oriented Development (TOD), may be permitted to the extent set forth in the SmartCode District.

Sector designations as shown on the Sector Plan Map may see their location size and/or configuration altered as additional development plans are accomplished, such as community regulating plans, neighborhood plans, infill and redevelopment studies, special study areas and land divisions. It is not the intent to require an amendment to the comprehensive plan and its Sector Plan Map for any alterations that may occur as a result of more detailed planning. Areas not designated with a sector may see a sector designation added if a special study or neighborhood plan is approved prior to the submission of a community regulating plan.

Specific areas that may see alterations include the O2 designation on the Hammersley property in the western portion of the City and lands within the Northeast Neighborhood. The existing quarry on the Hammersley property has altered the topography, resulting in slopes over 12%. After reclamation of the property, slopes may be below 12% and suitable for development. The Northeast Neighborhood may see some development within the O2 designation of the NEN Green Space dependent on the boundary adjustment regulations within the Neighborhood Plan.

Map 4.4: Sector Plan



## Sector Plan Map Categories

### Preserved Open Space Sector (O-1)

This sector consists of Open Space that is protected from development in perpetuity. The Preserved Open Sector includes areas under environmental protection by law or regulation, as well as land acquired for conservation through purchase or by easement. The outline of this sector is effectively the Natural Boundary Line. The Preserved Open Sector shall consist of individual or aggregate areas of the following categories:

- |                           |                       |
|---------------------------|-----------------------|
| a. Floodplains            | e. Streams            |
| b. Parks                  | f. Lakes              |
| c. Conservation easements | g. Wetlands           |
| d. Environmental corridor | h. Associated buffers |

### Reserved Open Sector (O-2)

This sector consists of Open Space, which specific resource studies have not been completed, however a conceptual study, with available GIS data, of the City's natural, cultural and historical resources has been recommended to be considered for future parks, recreation facilities and protected open space. Adjustments to the boundary will consider the resources present in the area including, but not limited to, wildlife corridors, soil capabilities, steep slopes, and tree cover (including under-story habitat condition). The Reserved Open Sector shall consist of individual or aggregate areas of the following categories:

- a. Steep slopes (12% +), not associated with an environmental corridor
- b. Tree cover
- c. Designated parks and open space from the City's Parks, Open Space, and Recreation Plan
- d. Adopted Northeast Neighborhood parks and open space
- e. Adopted McGaw Neighborhood parks and open space

### Restricted Growth Sector (G-1) (This sector does not appear on the Sector Plan Map, as the City does not current have any lands in this sector.)

This sector consists of areas that have value as Open Space or as Prime Soil or Statewide Significant Soils but nevertheless may be subject to some limited development. These areas have a very limited capability to support the infrastructure categories of the Infill Growth Sector (G-4) without seriously impacting the environmental categories of the Preserved Open Sector (O-1) and the Reserved Open Sector (O-2). Development in a G-1 Sector shall be consistent with the RRDC.

**Controlled Growth Sector (G-2)**

This sector consists of locations that support Mixed Use by virtue of proximity to an existing or planned thoroughfares. These areas have a limited capability to support the infrastructure categories of the Infill Growth Sector (G-4) without impacting the environmental categories of the Preserved Open Sector (O-1) and the Reserved Open Sector (O-2). Within the Controlled Growth Sector, CLD and TND shall be permitted by right.

**Intended Growth Sector (G-3)**

This sector consists of locations that can support substantial Mixed Use by virtue of proximity to an existing or planned regional thoroughfare and/or transit. Within the Intended Growth Sector, possible Community Types are TODs and TNDs.

**Infill Growth Sector (G-4)**

This sector consists of areas already developed primarily in a traditional Transect- based block pattern, in need of modification, or completion as Infill TND or Infill TOD. The Infill Growth Sector shall consider the capabilities and impacts of the following systems:

- a. Transit
- b. Thoroughfare network
- c. Water system
- d. Sewer system
- e. Stormwater system
- f. Dry utility systems

**Infill Repair Sector (G-5)**

This sector consists of areas already developed primarily as single-use disconnected conventional patterns, but that have the potential to be repaired, redeveloped, or completed in the pattern of Infill TNDs or Infill TODs as described in the SmartCode Zoning District. The Infill Retrofit Sector shall consist of individual or aggregate areas of the following categories:

- |                               |                              |                             |
|-------------------------------|------------------------------|-----------------------------|
| a. Single-family subdivisions | d. Power centers (big boxes) | e. Single-use campuses      |
| b. Multi-family developments  | e. Commercial strips         | f. Malls                    |
| c. Shopping centers           | f. Business parks            | g. Unwalkable thoroughfares |

## Urban Development

The following section outlines the criteria used to identify future urban development areas (FUDA), as well as outlining the process by which the urban service area (USA) may be expanded, including staging thereof.

### Future Urban Development Areas (FUDA)

Resolutions R-30-07 and R-89-07 created the City's future urban development boundary with goals of maintaining the coexistence of the urban and rural areas, creating attractive highly intensive transit oriented neighborhoods and improving the quality of older areas through maintenance and redevelopment, while maintaining the natural resources and high quality farmland that resembles the City's history. In creating the adopted FUDA boundary, the City considered the below factors and found that the devised long-term growth boundary represents the best balance of the competing issues. The guidelines were:

- Streams will be protected by a 75-foot or wider buffer zone. Wetlands within the current USA will be protected by a 75-foot or wider buffer zone. Wetlands outside the USA will be protected by a 300-foot or wider buffer zone.
- The proposed FUDA boundary will favor development of land along the Fitchburg-Oregon rail corridor.
- The proposed FUDA boundary will favor protection of groundwater recharge areas.
- The proposed FUDA boundary will favor protection of high-quality agricultural lands.
- All parts of the current FUDA will be considered for inclusion in the proposed FUDA.
- The proposed FUDA boundary favors areas that can be sewer by gravity.

### Urban Service Area Expansion

Prior to consideration of any urban service adjustment, a plan shall be accomplished for the neighborhood area in which the urban service adjustment may be anticipated. In determining whether to undertake a neighborhood plan, the City shall consider the following factors: the need for the neighborhood and related urban service adjustment in relation to existing urban service areas, or other neighborhoods approved or anticipated with staged urban service entry; the maintenance of the approved average maximum annual growth rate of 75 acres per year; ability to meet the resource and service needs in different geographic locations; the rate of completion of existing urban areas and neighborhoods; and infill and redevelopment pace or opportunities presented. The urban service adjustment will be the primary mechanism to assure compliance with growth policies established by the City and any neighborhood plan needs to fully appreciate such policies.

If a determination to proceed with a neighborhood plan is provided by the Plan Commission and the Common Council, the plan, along with any other special studies necessary to make appropriate determinations for any area to be urban, shall be accomplished by the City. Neighborhood plans will analyze, at a minimum, the natural resources environment, parks and open space, transportation and connectivity, storm water management and utilities, land use, integration with existing areas including the urban rural interface, and the goals, objectives and policies of the comprehensive plan to determine the potential for, or where, development should or should not occur within the neighborhood boundary. City costs will be recovered through a mechanism to be determined.

Land uses within the neighborhood plans will be an integration of compatible uses to incorporate a neighborhood charm in each development. A mix of residential development - low density, medium density, and high density - will be encouraged. Mixed use areas will include commercial, business, and residential units in higher density areas, to promote live-work areas and to offer day-to-day needs within a local neighborhood. Industrial uses will be within the designated commercial-industrial parks, which are areas that will not have a great impact on the livelihood of residential neighborhoods. Neighborhoods offering a more completely coordinated land use, open space, and transportation patterns will be more marketable to a greater diversity of residents, however it is also understood that characteristics of some neighborhoods may limit the creation of a full balanced neighborhood.

**Urban Service Area Staging**

A key component of approving neighborhood plans will be the staging of urban service extensions among all neighborhood plans approved for future development. The neighborhood boundaries cover a vast amount of developable acreage so as to provide for a thorough study of service extensions, natural resource impacts and to determine compatibility and consistency of the proposed changes with adjacent areas and existing plans. Staging of urban service area expansion along with development plans within the neighborhood must be categorized for a 20-year period based on a maximum 75 acre per year development rate along with a 5-year flexibility factor. As new neighborhoods move forward with approval, the expansion of the service area, along with staging of development, needs to take into account all neighborhood proposals and the maximum average annual growth rate of 75 acres per year. The City understands that given the policy of urban service extensions that even after completion, some neighborhood plans will take numerous years to be brought into an urban service area; however a neighborhood plan is important to understand the infrastructure, services and land use on a neighborhood scale.

Figure 4.3 portrays each 20-year time period having 1,875 acres of developable land available (20 years plus a 5 year flexibility factor each at a rate of 75 acres per year). The figure assumes development will be occurring at a maximum annual average rate of 75 acres per year (375 acres per 5 years). The staging of urban service area expansion shows that there is enough land within the future urban growth neighborhoods to accommodate growth out to 2060 based on developing at the maximum of 75 acres per year.

**Figure 4.3: Example of Urban Service Area Expansion Staging**

Neighborhood	Acreage**	2010-2029	2015-2034	2020-2039	2025-2044	2030-2049	2035-2054
Northeast	612	500	112				
McGaw	525	388	137				
North Stoner Prairie	307	200	107				
Greenfield	596		19	200	274	103	
South Stoner Prairie	276			175	101		
Easy Hwy 14	353					272	81
Southeast	344						294
2010 available land in USA*	787	787					
<b>Total</b>	<b>3,800</b>	<b>1,875</b>	<b>375</b>	<b>375</b>	<b>375</b>	<b>375</b>	<b>375</b>

\* Based on 2005 land use inventory of 1,087 available acres and deducting an average development rate of 75 acres per year for 4 years to 2010. Urban Service Area (USA). \*\* Acreage is exclusive of natural resources, buffers and parcels less than 5 acres. \*\*\* Expansion of the Urban Service Area will need to be consistent with the City of Fitchburg Farmland Preservation Plan to ensure that no development occurs in an area planned for farmland preservation within 15 years of the certification date of the farmland preservation plan. *Source: City of Fitchburg Planning Department*

Every five years the Plan Commission will review the staging of urban service area expansion and make adjustments to accommodate the maximum 375 acres per five year development. Excess acreage from the previous five years will reduce the current proposed 375 acres by that amount, pushing urban service extensions out past 2054.

It should be noted that there are two 75 acres per year policies. The first is the 75 acres per year for the urban service area expansion as noted above. The second is the maximum average of 75 acres per year of development. The two policies are calculated two different ways; however they work together in accomplishing the vision of this Plan for preservation of agricultural land and compact development.

As previously stated, the urban service area will be accommodated at 75 acres per year or 1,875 acres (which is 20 years and a 5-year flexibility factor at 75 acres per year). The 5-year flexibility factor is taken into account for landowners that may not want to develop their land at that given time period. Every five years, the Plan Commission will review the urban service area expansion to control the rate at which land is brought into the urban service area. Addition to the urban service area may exceed the 375 acres per 5 year average, but in no case shall there be more than 1,875 acres (20 years and 5-year flexibility factor) of available land in the urban service area or until the growth boundary is reached. If a situation occurs where the land brought in is greater than the 375 acres, the urban service area adjustment requests shall provide for a specific phasing plan such that no more than 375 acres is available for development in a 5-year period. Given this timing, it is possible that the urban service area boundary will meet the growth boundary by 2035.

## Rural Development

### Rural Residential Development Criteria

The City of Fitchburg's Rural Residential Criteria (RRDC, Appendix B) provides a system that manages rural development that is appropriate to community standards, preservation of agricultural land and limiting sprawl. A landowner may be permitted to create one lot for every 35 acres, utilizing 1979 as the base year as long as the house is sited in accordance with the RRDC and developed in accord with City policies. The land shall be deed restricted to not allow for more than one dwelling unit or non-farm use for every 35 acres.

### Rural Cluster Zoning

Urban sprawl is not the only land use concern on the rural-urban fringe. Certain agricultural land uses with residential land uses can create a variety of spillovers for rural residents on the rural-urban fringe. Depending on the agricultural enterprise, neighboring rural residents can experience various noxious odors, spray drift, noise at night, dust, loose animals, slow-moving farm implement traffic, and other unwanted agricultural spillovers.

On the other hand, locating rural subdivisions and residential property next to operating farms can create a variety of headaches for farmers. These might include trash; liability for trespassing children; complaints and potential nuisance suits for odor, noise, and spray drift; safety hazards from increased traffic and people, and crop or livestock losses due to trespassing neighbors and their pets. The longer-term impacts of siting incompatible land uses next to one another can be more substantial for agriculture on the rural-urban interface than for agriculture in undeveloped areas.

The primary purpose of rural cluster zoning is to provide an alternative to individual residential lots in rural areas. Such clustered development is intended to better harmonize rural development with surrounding agricultural activities recognizing that it is the city's primary goal to preserve and enhance farming and farmland in rural areas of the City. This option is intended to conserve agricultural, forested and open space land, historic and natural features. Such clustered development is intended to permit the compact grouping of homes located to blend with the existing landscape and other natural features and to preserve the visual character of the landscape.

## Extraterritorial Planning Areas

### Town of Verona

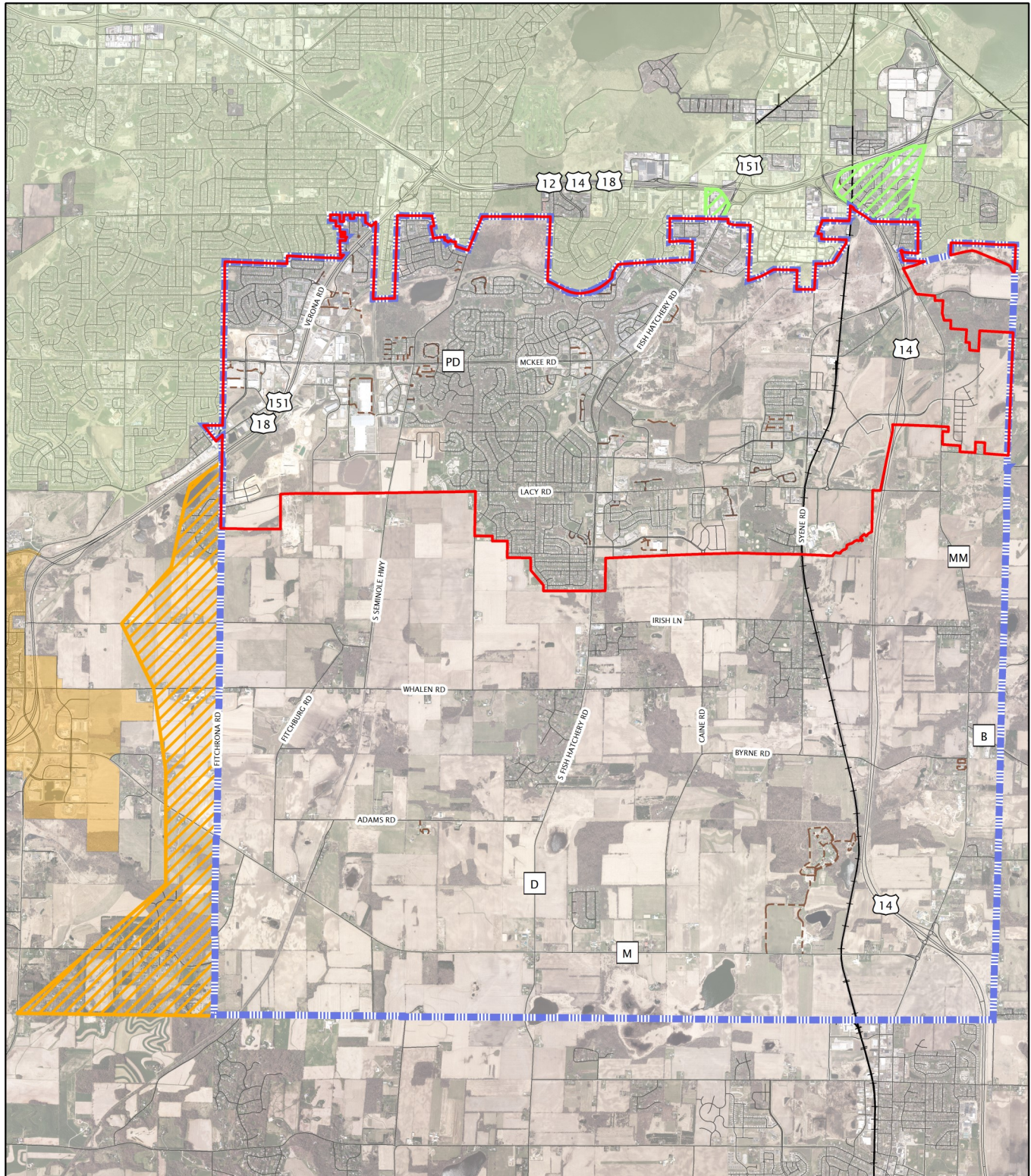
The City has exercised its right to use extra-territorial land division review jurisdiction and land use over portions of the Town of Verona (Map 4.5). The City’s main concern for exercising this right came from a proposed neighborhood plan that was being developed in the Town adjacent to the City. The development proposed at the border in the Town was inconsistent with the City’s land use growth strategy. The City established a future urban development boundary out 50-plus years. A small portion along the border with the Town is proposed to be developed, with the remainder of the City maintaining its rural character. In addition, development in the Town along the border of the City would raise a number of issues from traffic generation, lack of mixed use, and the ability of a landowner to develop either on rural or urban services. The City felt that development of this magnitude would be premature and cause undue service requirements or other pressure on the municipality or other landowners in the area. Extra-territorial review allows the City to better provide services in a manner consistent with its land use goals and objectives.

The City reviews the Town Verona Extra-territorial Jurisdiction (ETJ) area with the same policies as the area outside the urban service area of the City. The RRDC (Appendix B) provides a point system which manages rural development that is appropriate to community standards, preservation of agricultural land and limiting sprawl. A landowner may be permitted to create one lot for every 35 acres, utilizing 1979 as the base year as long as the house is sited in accordance with the RRDC and developed in accord with City policies. The land shall be deed restricted to prohibit more than one dwelling unit or non-farm for every 35 acres. If an intergovernmental boundary agreement is established in the future, areas may be designated for development, which would supersede the City’s policy on land divisions in the ETJ area of the Town.

### Town of Madison

The City has exercised its right to use extra-territorial land division review jurisdiction and land use over portions of the Town of Madison (Map 4.5) as were agreed upon in the intergovernmental agreement. Annexation of the Town by the City of Madison caused considerable legal disputes without significant long-term public benefit. To resolve these disputes, the City, City of Madison and Town have entered into an intergovernmental agreement relating to the dissolution of the Town (Appendix C). The agreement specifies the time of dissolution, 2022 or earlier, the jurisdictional transfers of Town territory to either the City of Madison or the City, and land exchanges between these two cities. These land exchanges will hopefully reduce confusion over the jurisdictional boundaries between the City of Madison and the City and will make it easier to provide city services. The City reviews land division requests within the Town’s ETJ area under the City’s Land Division Ordinance (Chapter 24).

Map 4.5: Extraterritorial Jurisdiction



- Town of Madison Extraterritorial Boundary
- Town of Verona Extraterritorial Boundary
- City of Madison
- City of Verona
- City Boundary
- Urban Service Area
- Roads
- Private Roads
- Rail

0 0.25 0.5 1 Miles

Source: City of Fitchburg, Dane County LIO

## Extraterritorial Conflict Areas

### Town of Verona and City of Verona

The City, Town of Verona and City of Verona have different visions and goals on the development of the eastern portion of the Town. A logical step in solving these differences is to have regular discussions to better understand each community’s interests and identify potential conflict areas. The City is planning to solve any conflicts initially through regular discussions with the Town and City. However, since the City is exercising extraterritorial land division review on the Town, the next logical step would be to create a formal intergovernmental boundary or land use agreement with the Town and City.

### Town of Dunn

The City has designated the eastern portion of the City as the future urban growth area for the next 50-plus years, while the Town of Dunn, in its Comprehensive Plan adopted December 2006 and amended April 21, 2008, has designated its western border as open space and preservation areas, with the land use designations of Agricultural Preservation Area, Environmental and Cultural Resources Protection Area, and Private Conservation Agreements. The City will need to take the Town’s preservation goals into consideration and work with the officials from the Town during the neighborhood planning process to incorporate a blend of development or preservation buffer along the border. In addition, the City is cognizant of the effects future development could have on the natural resources and will need to communicate with the Town officials on the policies the City establishes to mitigate the detrimental effects.

### Town of Oregon

The City has designated the southern border with the Town of Oregon as agriculture and open space. The Town’s Comprehensive Plan, April 9, 2007, identifies agricultural preservation along the border, with majority of the area also termed as Transitional Agriculture. The Town is discouraging unplanned development by guiding new development in the Town to planned development areas. The City may want to keep open communication with the Town regarding the preservation of farmland and planned development areas along the border.

### Village of Oregon

The City borders the Village of Oregon in the southeastern corner of the City. The City is proposing to keep the southeastern corner of the City as agriculture and open space, while the Village, as proposed in the adopted Village’s Comprehensive Plan, July 27, 2008, is planning new neighborhoods in the western portion of the Village that abuts the City.

County Highway D and MM are two major roads that would funnel the traffic from the development into the City. The City desires to work with the Village on ways to control potential commuter traffic through the City.

An eastern rail connection is desired which would link regional northern and southern transportation hubs for freight and passenger travel.

#### **Town of Madison and City of Madison**

As stated, the City has an intergovernmental agreement established with the Town and City of Madison regarding the dissolution of the Town by 2022 and is exercising extraterritorial land division and zoning for the ETJ areas in the Town. The adoption of the Southdale Neighborhood Plan will provide a vision for the area, which will assist in reducing potential conflict.

Goals, Objectives, & Policies

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Goal 1: Preserve and enhance the natural and agricultural resources and features of the City.

**Objective 1.1:** Follow a pattern for development consistent with the long term urban growth map and its related phasing plan.

**Policy 1.1.1:** Focus development along the Fitchburg—Oregon (east) rail corridor.

**Policy 1.1.2:** Focus development in areas that can be serviced by gravity flow sanitary sewer.

**Policy 1.1.3:** Focus development away from high quality agricultural lands, by following the urban growth boundary map.

**Policy 1.1.4:** Preserve and enhance the rural character of land areas outside of the current urban service area, or the planned growth areas.

**Policy 1.1.5:** Retain the rural character within the planned growth areas until such time as a neighborhood plan is adopted and the land is added to an urban service area, at which time growth shall be consistent with the neighborhood plan.

**Objective 1.2:** Protect environmental resources from development by promoting sustainable development and revitalization.

**Policy 1.2.1:** Provide for a minimum 75 feet environmental corridor or buffer zone to protect manageable stream areas. Distance measurements will be consistent with Capital Area Regional Planning Commission policy. Neighborhood plans may provide for an environmental corridor width greater than 75 feet.

**Policy 1.2.2:** To protect wetlands, and the biological components of wetlands and related water bodies, provide for a 75 foot environmental corridor or buffer zone within the current (2007) urban service area and a 300 foot environmental corridor or buffer zone outside of the current (2007) urban service area. The environmental corridor or buffer zone is measured out from the wetland edge. For wetlands outside the current (2007) urban service area the environmental corridor or buffer width may be altered by the Plan Commission and Resource Conservation Commission in accord with the guidelines set forth in section 4, Land Use, of this Plan. Upon urban service area amendment a 300-foot buffer may be reduced in accordance with CARPC guidelines and upon detailed planning as appropriate.

**Policy 1.2.3:** Favor protection of groundwater recharge areas.

## Goals, Objectives, & Policies

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**Policy 1.2.4:** Examine hydric soils and hydric inclusions for situations in order to regenerate wetlands previously destroyed by human activity.

**Policy 1.2.5:** Examine the impact of development on existing wetlands and promote the re-establishment and re-generation of wetlands and related natural systems when and where appropriate.

**Policy 1.2.6:** Where appropriate, obtain private or public funding to upgrade and improve wetland quality.

**Policy 1.2.7:** Protect life and property by not allowing development near or in identified floodplains.

**Policy 1.2.8:** Implement a Plan for Open Spaces and Recreation consistent with this plan which will assist policy makers with future open space decisions.

### **Goal 2: Develop a compact urban community that is visually and functionally distinct from its rural and agricultural community.**

**Objective 2.1:** Promote infill, reinvestment and redevelopment of land and uses, particularly on heavily-trafficked corridors.

**Policy 2.1.1:** Infill, reinvestment, or redevelopment areas should be in accord with a plan adopted by the City. One such plan currently in place is the “North Fish Hatchery Road Opportunity Analysis and Concept Planning”. Prior to offering any incentives for redevelopment, the City should have approved a plan, properly vetted through a public process, to guide policy makers in the decision making process.

**Policy 2.1.2:** Plans for infill, redevelopment or reinvestment shall, where appropriate transit service exists or is to be provided, be based on the principles of mixed-use transit oriented development.

**Objective 2.2:** Restore underutilized, blighted, or underdeveloped properties within current commercial and residential neighborhoods. While maintaining or replacing affordable housing for existing residents.

**Policy 2.2.1:** The City should engage in redevelopment studies within areas showing blight, economic despair, and commercial areas with low floor area ratios.

Goals, Objectives, & Policies

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**Policy 2.2.2:** A plan for redevelopment is to be required prior to the use of any public funds in order to properly guide City resources.

**Policy 2.2.3:** Community Economic Development Authority and the Plan Commission will study revitalizing despairing neighborhoods and study funding options to assist in the refurbishment of the neighborhoods.

**Objective 2.3:** Preserve open space, natural areas, and rural and agricultural land by promoting compact development that contains a logical and sustainable mix of uses and building types.

**Policy 2.3.1:** Neighborhood Planning will generally provide for a land use arrangement that accommodates a range and mixture of housing and business options.

**Policy 2.3.2:** Neighborhood planning is to be sensitive to the context provided by existing environmental resources, and land uses.

**Policy 2.3.3:** Land uses within the neighborhood plans will be an integration of compatible uses to incorporate a neighborhood feeling in each development. Commercial and residential units will be mixed in higher density areas, to promote live-work areas and to offer day-to-day needs within a neighborhood. Industrial uses will be within the designated business areas and designed to limit impact to the livelihood of residential neighborhoods. Mixed use areas are to be promoted. Business uses should move toward such mixed use areas or be in high-density balanced developments rather than land extensive business parks.

**Policy 2.3.4:** Retain the rural landscape of Fitchburg by limiting development outside of the urban service area to that which is consistent with the Rural Residential Development criteria or uses which may be allowed in agricultural zoning districts that are integral to and which maintain the rural landscape and are supported by the City’s agricultural plan.

**Policy 2.3.5:** Non-residential development outside the urban service area is to be limited to those in areas already appropriately zoned for the intended use. Structures existing as of August 2015 may have a permitted or conditional land use under zoning, provided the intended use is consistent with other aspects of the plan. Establishment or expansion of any non-residential uses, in areas appropriately zoned, provide the appropriate context for the use. If allowed, the use will need to provide proper storm water management and other impact mitigation measures.

## Goals, Objectives, & Policies

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**Objective 2.4:** The City is to complete and adopt neighborhood plans based on established criteria, consistent with the phasing plan, as a basis for City judgments or activities for the relevant neighborhood area.

**Policy 2.4.1:** The neighborhood plans will analyze the natural resources, environmental situation, transportation connections, storm water management, and utilities to determine the potential as to where development should and should not occur within the boundary.

**Policy 2.4.2:** The neighborhood plan will evaluate and examine the effects of proposed development to the natural and environmental systems, as well as the social and cultural systems. From this, a land use pattern is to be created consistent with this comprehensive plan.

**Policy 2.4.3:** Development, on average, should not exceed 75 acres per year. Development as defined here is to include residential, business-commercial, industrial, institutional uses, streets, stormwater systems, and park land dedications.

**Policy 2.4.4:** The neighborhood plan shall cover an area large enough to be considered a logical unit for service provision and to determine compatibility and consistency of the proposed change with adjacent areas and existing plans. This area may be substantially larger than the area that is requested for inclusion in the Central Urban Service Area.

**Policy 2.4.5:** Neighborhood plans with urban service area expansion requests must include 5-year staging boundaries.

**Objective 2.5:** Extend utilities and infrastructure in a way that balances market demand with an average annual growth rate not to exceed 75 acres per year, and using existing and proposed infrastructure in an efficient manner.

**Policy 2.5.1:** Manage the outward growth of utilities, infrastructure, and land development by following the phasing of the Urban Development Boundary Map.

**Policy 2.5.2:** The City will seek expansion of the urban service area when there is demand for serviced land for housing and businesses, it is feasible to extend sewer and water lines to a new area and the action will be consistent with the phasing recommendations of this plan, and an expected average annual growth rate not to exceed 75 acres per year.

**Policy 2.5.3:** Plan land use along road corridors in a manner supportive of the functional classification of the road.

Goals, Objectives, & Policies

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**Objective 2.6:** Promote development in areas that encourages options to alternative transit modes.

**Policy 2.6.1:** The City will seek to develop transit-oriented development along the eastern rail corridor, and existing bus routes, by planning high density mixed-uses around current or future transit stops.

**Policy 2.6.2:** Transit-oriented development will be focused within the SmartCode or other appropriate zoning districts and traditional neighborhood designs.

**Policy 2.6.3:** Provide for adequate connectivity of all mode choices among residential areas, employment centers and commercial areas.

**Objective 2.7:** Control the rate of new development outside the current urban service area.

**Policy 2.7.1:** A decision to precede with any new neighborhood plan needs to consider complications that may be presented to the overall growth policies (on average a max of 75 acres per year) in place.

**Policy 2.7.2:** Provide for a 20-year urban service boundary with a 5-year flexibility factor at a 75 acre per year development rate. This boundary will be reviewed every 5 years for adjustments.

**Policy 2.7.3:** Limit new development to within the urban growth boundary and at an average 75 acre per year rate through an urban service adjustment process. As an example, growth should be no more than 375 acres in the 5 year review period.

**Policy 2.7.4:** Neighborhood Plans need to recognize anticipated phasing of other approved neighborhoods. To bypass conflict of phasing in Neighborhoods and to manage development on an average 75 acre per year rate, the Planning Commission and Common Council need to evaluate phasing proposal applications based on the following criteria:

- 1. Contiguity with existing urban development
- 2. Relative location to sanitary and water lines/hookups
- 3. Anticipated costs for major public infrastructure
- 4. Demand for specific land use
- 5. Ability to service (police, fire, EMS, etc.)

## Goals, Objectives, & Policies

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**Objective 2.8:** Development or redevelopment of property will be consistent with the future land use map, a neighborhood plan if covered by a neighborhood plan in Appendix A, or the sector plan map if using SmartCode zoning.

**Policy 2.8.1:** Future development or redevelopment of lands utilizing zoning associated with the City of Fitchburg Zoning Code, except the SmartCode District, will follow the future land use map, or if covered by a neighborhood plan identified in Appendix A then the land use section and map of the respective neighborhood plan.

**Policy 2.8.2:** It is not the intent of this plan to require an amendment to the Comprehensive Plan and its land use map, or Appendix A neighborhood plan land use sections or map, for alterations that may occur as a result of more detailed planning as provided in Chapter 4, or as provided within the neighborhood plan.

**Policy 2.8.3:** Development or redevelopment using SmartCode District zoning will use the Sector Plan map. The sector plan map may be modified without requiring a change to this Comprehensive Plan, as provided in Chapter 4.

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# 5 Implementation

This chapter of the Plan addresses State of Wisconsin statutory requirements for the implementation and intergovernmental cooperation elements of a comprehensive plan.

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# Implementation

This chapter of the Plan provides guidance on implementation. Implementation measures may include proposed changes to city ordinances, maps, regulations, and codes as well as future studies and procedures for amending and updating the plan.

This chapter includes:

- 1. Plan Revision Procedures
- 2. Implementation Mechanisms
- 3. Implementation Monitoring
- 4. Implementation Timeline

Implementation decisions in accordance with those listed or future ordinances and resolutions shall be consistent with this Plan.

Wisconsin Statutes defines “consistent with” to mean: “furthers or does not contradict the objectives, goals, and policies contained in the comprehensive plan” (Wis. Stats. 66.1001(1) (am)).

State Statute 66.1001 requires that the implementation element “describe how each of the elements of the comprehensive plan will be integrated and made consistent with other elements of the comprehensive plan.” This Plan was formulated by the Planning Department, city staff and committees and was reviewed by the Plan Commission and Common Council for inconsistencies. There are no known inconsistencies between the elements of this Comprehensive Plan.

## Plan Revision Procedures

From time to time, the Common Council may enact an Ordinance amending or updating this Plan in accordance with the procedures listed in this Chapter and pursuant to Wisconsin Statute 66.1001. This Chapter distinguishes between minor amendments and major updates and provides procedural requirements and review criteria for each.

Minor Amendments	Major Update
Minor amendments are generally defined as changes to the maps or text of the Comprehensive Plan such as revision to specific action items that do not affect general citywide growth policies, or a parcel specific land use amendment within the urban service area. Minor amendments shall follow the bi-annual procedures identified in this Plan.	Major updates include Plan amendments that are not defined as minor in nature. An example of a major update is the revision to any future urban growth boundary. A major update may also entail a holistic review of the Plan's data and goals without revisions to the future urban growth boundary. Major updates to the Plan shall occur at least once every ten years.

Neighborhood Plans, Intergovernmental Agreements and other Plans and Studies adopted by the City are not limited to the minor or major amendment procedures. Adoption of new neighborhood plans will become part of Appendix A at the time of the adoption of that neighborhood plan. These adopted neighborhood plans will represent a baseline upon which any regulatory decision is to be evaluated. Amendments to neighborhood plans that are part of Appendix A will be considered an amendment to the comprehensive plan with all other amendments during the bi-annual amendment process each year.

Similarly, intergovernmental agreements will become part of this Plan in Appendix C by inclusion or included by reference at the time of the adoption of that agreement. Amendments to existing intergovernmental agreements that are part of this plan or are included by reference to this plan are to occur during the bi-annual amendment process each year.

The City also has a number of studies or plans that further define certain areas and issues, which it has approved or may approve in the future, that may not be part of this Plan. Those documents will need to be consistent with the Plan as it now exists or may be amended. Those documents shall also be used in providing guidance to policy makers.

## Minor Amendments - Procedures

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To provide a predictable, manageable, and cost effective process for amendments to this Plan, minor amendments will be processed no more frequently than two times per year. The Planning Department, Mayor, or three members of the Common Council are the only ones that may recommend modifications to be considered as a minor amendment to the plan. Only minor amendments may be considered under the bi-annual process defined below. Wisconsin Statute 66.1001(4) requires the City follow certain procedures to amend this Plan. Specifically, the City should use the following procedure for Plan amendment:

1. The Planning Department, Mayor, or three members of the Common Council initiates the proposed amendments to the Plan.
2. The Common Council refers the resolution to amend the Plan out to the Plan Commission and other specific committees no more frequently than twice per year, except for Neighborhood Plans or Intergovernmental Agreements. The Planning Department mails a notice to property owners of record within 500 feet of the affected parcel(s) prior to the Plan Commission public hearing.
3. The Plan Commission and/or specific committees prepare or direct the preparation of the specific text or map changes for the amendment of the Plan with public input.
4. The Plan Commission holds one or more public hearings, as a Class 1 notice, on the proposed amendment to the Plan, in which the Plan Commission makes a recommendation by resolution to the Common Council by majority vote of the Commission.
5. The Planning Department sends a copy of the recommended Plan amendment to all adjacent and surrounding government jurisdictions and other bodies as identified under Section 66.1001(4)b, Wisconsin Statutes. These governments or individuals will have at least 30 days to review and comment on the recommended Plan amendment.
6. The City Clerk or Planning Department directs the publishing of a Class 1 notice, with such notice published at least 30 days before a Common Council public hearing and containing information required under Section 66.1001(4)d, Wisconsin Statutes.
7. The Common Council holds the formal public hearing on an ordinance that would incorporate the proposed amendment into the Comprehensive Plan.
8. Following the public hearing, the Common Council votes to approve, modify or deny the ordinance recommended by the Plan Commission for adopting the proposed Plan Amendment by majority vote of the Council. The Common Council may make changes to the recommended Plan Commission version of the amendment and order publication of the ordinance adopted by Council.
9. If the amendment is adopted, the Planning Department sends a copy of the adopted ordinance and Plan amendment to all adjacent and surrounding government jurisdictions and other bodies as identified under Section 66.1001(4)b, Wisconsin Statutes.

## Minor Amendments - Review Guidelines

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In reviewing minor amendments under the bi-annual process, the city should evaluate how a proposed change would meet the criteria described below. These criteria are intended to be used, along with public input received on the amendment, as a guide to encourage objective analysis and decision-making.

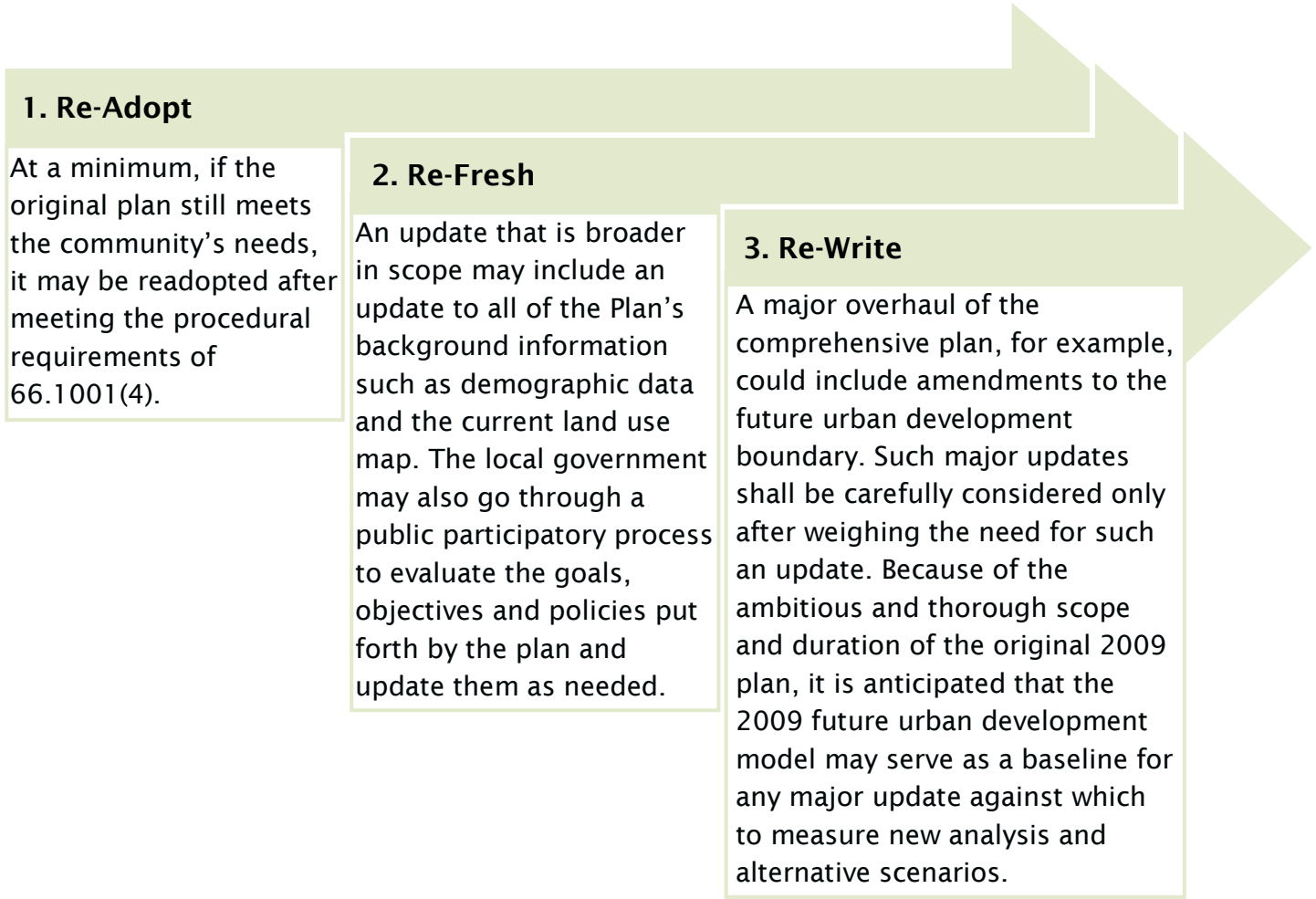
### Review Guidelines

- The change is consistent with the overall goals and objectives of the Comprehensive Plan.
- The change does not create an adverse impact on public facilities and services.
- Development resulting should be consistent with the physical character of the surrounding neighborhood.
- The change allows a more viable transition to the planned uses on adjacent properties than the current land use.
- The changes does not have a significant adverse impact on the natural environment including trees, slopes, and groundwater.
- There is a change in City actions or neighborhood characteristics that would justify a change.
- The change corrects an error made in the original plan.
- There is a community or regional need identified in the Comprehensive Plan for the proposed land use or service.
- The change helps the City meet its affordable housing goals.
- The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation commemoration or dedication.

## Major Update - Procedures

Statute 66.1001 requires the update of this Plan at least once every ten years. Major updates may occur more frequently than once every ten years; however, it is recommended that major updates occur no more frequently than once every five years. The governing body may determine the scope of the major updates. The following graphic provides examples of three different types of Plan updates that could meet this requirement. The general complexity, cost, public participation levels, time to complete and data analysis may be expected to increase across the options from left to right.

Depending on the scope of updates desired by the City, the “Re-Adopt” or “Re-Fresh” options could be expected to take one to two years to complete. The “Re-Write” option could be expected to take up to three years to complete. These timeframes provide general guidance and are subject to change.



## Major Update - Review Guidelines

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The “Major Update Procedures” section of this Chapter identifies a menu of options for major updates to the Plan that vary in project scope. Before undertaking a major update under the “Re-Write” scenario that could result in changes to the Future Urban Growth Area (FUDA) Boundary the Plan Commission and Common Council should consider the criteria and procedures below.

### Triggering Mechanisms for FUDA Update

- Consider whether there is a demonstrated need to re-evaluate the long-range growth boundary. An example of demonstrated need could include an inadequate land supply within the urban service area or planned future development areas based on objective data analysis, including but not limited to past and future population growth trends.
- Consider whether there has been a large-scale or regional change in physical, social, or economic conditions that has necessitated a change in growth direction or evaluation of growth areas.
- Such a major undertaking should consider the impacts of development on the community as a whole. Amendments that only seek to accommodate individual development proposals, individual parcels, or isolated land uses are strongly discouraged.

If the Common Council determines that a major update is appropriate, the Council shall adopt procedures in accordance with the Comprehensive Planning Law after conferring with the Plan Commission. Such procedures should include some or all of the components listed below, as appropriate. The role of the Council and Plan Commission in approving a major update specified in the adopted procedures shall be the same as the role the Council and Plan Commission in approving a minor amendments (See Step 8, page 5-3).

- Establish a steering committee with diverse membership including representation from groups such as planning, housing, natural resources, finance, public works, community development, and economic development.
- Complete a Land Use Suitability Evaluation (LUSE). A LUSE may entail use of the existing (2009) Future Urban Development Model as a baseline analysis. New criteria or models may be developed. Present new land use models and compare alternative scenarios. A LUSE will be coordinated by the Steering Committee which shall report to the Plan Commission.
- Evaluate service impact and development impact of alternative scenarios.
- Include a robust public engagement plan that allows public comment on alternative scenarios.

## Implementation Mechanisms

This Plan will be used as a tool to guide development, redevelopment, and additional studies or agreements. The City of Fitchburg currently regulates these activities through ordinances and resolutions. The State Comprehensive Planning law requires zoning decisions, for example, to be consistent with the comprehensive plan.

### Capital Improvement Plan

The Capital Improvement Program (CIP) is a ten-year plan, which identifies capital projects and equipment purchases, provides a planning schedule and identifies financing options. The CIP is one way the City of Fitchburg can monitor and implement projects detailed in the Comprehensive Plan. Benefits of CIP include the systematic evaluation of all potential projects at the same time, ability to consolidate projects to reduce borrowing costs or stabilize debt and serve as an economic development tool. The City of Fitchburg monitors, develops, and adopts a ten-year CIP every year.

## Implementation Monitoring

This Plan sets the vision for the community to be used to guide and evaluate city decision-making. To that end, it is expected that development proposals are to be consistent with this Plan. It is important, however for the City to monitor the Comprehensive Plan and its effectiveness to assure that it continues to provide the approved policy guidance. The Planning Department should monitor the progress and implementation of this plan. In addition to overall monitoring of the Comprehensive Plan, the City will monitor the staging of the urban service area once every five years as defined in Chapter 4. of this Plan.

### Implementation Mechanisms\*

- Architectural Control Ordinance
- Erosion Control and Stormwater Management Ordinance
- Historic Preservation Ordinance
- Land Division Ordinance
- Official Map
- Parking Regulations
- Sign Ordinance
- Zoning Ordinance

*\*The City may adopt additional ordinances and regulations to implement this Plan.*

## Implementation Timeline

The table below provides a guide for the City as to the major actions that may be completed to implement this Plan. It should be noted that constraints or priorities placed on City policy makers or staff may affect the recommended implementation timeframe.

Category	Recommended Action
Development Regulations and Ordinances	Consider revisions to the Zoning Ordinance to promote concepts from the Comprehensive Plan.
	Update other ordinances as necessary including, but not limited to storm water management, erosion control, parking regulations, architectural control, and official mapping.
Detailed Planning	Prepare and implement Redevelopment Plans for older neighborhoods and gateways.
	Undertake Neighborhood Development Plans as directed by the Plan Commission and Common Council for defined Neighborhood Areas that are to be included in the urban service area.
	Revise and update the Comprehensive Park, Open Space, and Recreation Plan every five years or as directed by Common Council.
Land Use	Use the Comprehensive Plan daily to review applications for land division, rezoning, and architectural design approval.
	Implement the land use recommendations of the Neighborhood Plans, Redevelopment Plans, and Special Studies as outlined from the Comprehensive Plan.
	Review the staging of the Urban Service Area Expansion and make adjustments to accommodate the maximum 375 acres per five year development.
	Implement strategies as outlined in the Comprehensive Plan, Open Space and Recreation Plan to protect sensitive environmental resources.
	Prioritize and acquire land for the central park (Moraine Edge Park) as outlined in the Parks and Open Space Plan.
	Consider creation of a Development Rights Program / Review of the Rural Cluster Program for the protection of agricultural and environmental land outside of the long-term growth boundary.

Category	Recommended Action
Housing	Continue the development and preservation of long-term entry level housing for low-moderate income residents.
Jobs & Education	Implement the City’s strategic economic development plan, City in Motion, to advance the goals, objectives and policies of this Plan.
Government Services, Utilities, Transportation	Acquire new parks, as identified in the approved Neighborhood Plans, through park dedication of residential plats or via monies from the fee in-lieu fund.
	Monitor the extension of the urban service area with the policies associated in the Land Use Element.
	Plan for new projects through the annual 10-year Capital Improvement Program.
	Continue to coordinate long range planning with regional transportation plans, including coordination with Madison Metro in expanding and offering efficient bus service to Fitchburg residents.
	Prioritize and implement recommendations as outlined in the Bicycle and Pedestrian Plan
	Continue to coordinate planning efforts with adjacent units of government, Dane County, CARPC, Metropolitan Planning Organization and Madison Metropolitan Sewerage District.
Plan Monitoring	Consider amendments bi-annually to the Comprehensive Plan as requested by three Common Council members, the Mayor, or based on staff recommendation.
	Update this Comprehensive Plan at least once every ten years.

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# 6 Appendices

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# 6.A Neighborhood Plans

## **Neighborhood Plans**

### **McGaw Park Neighborhood Plan**

Adopted June 9, 2009. The plan is available at City Hall and on the City's website:

<http://www.fitchburgwi.gov/385/McGaw-Park-Neighborhood>

### **Southdale Neighborhood Plan**

Adopted September 22, 2009. The plan is available at City Hall and on the City's website:

<http://www.fitchburgwi.gov/429/Southdale-Neighborhood-Plan>

### **Northeast Neighborhood Plan**

Adopted April 27, 2010. The plan is available at City Hall and on the City's website:

<http://www.fitchburgwi.gov/404/Northeast-Neighborhood-Plan>

### **Arrowhead Redevelopment Plan**

Adopted January 10, 2012. The plan is available at City Hall and on the City's website:

<http://www.fitchburgwi.gov/319/Arrowhead-Redevelopment-Plan>

### **North Stoner Prairie Neighborhood Plan**

Adopted November 26, 2013. The plan is available at City Hall and on the City's website:

<http://www.fitchburgwi.gov/468/North-Stoner-Prairie-Neighborhood-Plan>

### **Anton Drive Redevelopment Plan**

Adopted March 28, 2017. The plan is available at City Hall and on the City's website:

<http://www.fitchburgwi.gov/2361/Anton-Drive-Planning-Study>

# **6.B Rural Residential Development Criteria**

## Rural Residential Development Criteria

The Rural Residential Development Criteria sets a policy standard for siting new developments, except those replacing existing developments, located outside of the urban service area. The purpose of the criteria is to manage rural residential development in a manner that is appropriate in regard to community standards, preservation of agricultural land and limiting sprawl which are policy guidelines within the Comprehensive Plan. A landowner has a potential development claim for every contiguous 35 acres under control of common ownership whether or not separated by streets, highways, or railroad rights-of-way, utilizing 1979 as the base year. A Lot currently described by CSM recorded before 1979 may be rounded to the nearest whole number to determine potential development claim(s). To utilize the number of potential claims, landowners outside the Future Urban Development Boundary (Figure 4-7) are permitted to use up to two of their claims, as of March 24, 2009 to construct a new house as long as it is sited in accordance with the rural residential criteria and developed in accord with City policies. Landowners that have more than two potential claims would be required to utilize those excess claims through a cluster program.

Landowners inside the Future Urban Development Boundary are permitted to use one of their claims, as of March 24, 2009 to construct a new house as long as it is sited in accordance with the rural residential criteria and developed in accord with City policies. Landowners inside the Future Urban Development Boundary that have more than one potential claim would be required to utilize those excess claims through a cluster program. The land shall be deed restricted to not allow for more than one dwelling use or non-farm use for every 35 acres.

Existing developments (still standing or torn down less than one year from the demolition permit) in the rural area may be replaced by a new development and are not subjected to the use of a potential claim. The new developments are to be located in the same footprint or adjacent, not to affect woodland cover, heritage trees and existing farming practices. The existing development is to be torn down after a specified length of time per the occupancy permit. Existing zoning standards and other provisions need to be followed.

The Rural Residential Development Criteria identified represents a guideline and the City reserves the right to use its zoning and land division authority in a manner it deems most appropriate.

## Retiring of Claims

There are a number of ways that potential claims could become retired:

1. For each new rural residence lot that is created for a development under the Rural Residential Development Criteria, one claim is retired.
2. Land divisions may split a 35 acre potential claim, resulting in the loss of a potential claim.
  - a. Example: 120 acres = 3 potential claims;
  - b. Property is split between two owners 60 acres each
  - c. Each owner gets 1 potential claim for 60 acres each. The original third potential claim is retired.
3. Land that is brought into the urban service area will be subtracted from landowner's total acres. This reduction in acres may result in a loss of potential claims



# CITY OF FITCHBURG

## RURAL RESIDENTIAL DEVELOPMENT CRITERIA

Applicant: \_\_\_\_\_

Property ID: \_\_\_\_\_

### Required Criteria

*Applicants must meet the five required criteria*

#### A. Compatibility with Adjacent Farm Operations

Owner shall sign and record, at the Register of Deeds office, a "right to farm" statement indemnifying all neighboring farm operations as either on the deed or as a separately recorded document.

#### B. Environmentally Sensitive Areas

Building site must be outside of the defined wetland, floodplain and drainageway or environmental corridor.

#### C. Lot Shape

Depth/width ratio up to 2:1.

- Lot dimensions are defined as the average measurements from front to rear and side to side lot lines. Where the lot is irregular, several measurements are averaged including the measurement of each lot line and a measurement down the centerline between the lot lines.

#### D. Woodland Cover

A Forestry Management Plan, approved by the City Forester, is required for improvements placed on wooded or partially wooded sites.

- Improvements are sited to have a minimal disruption to significant tree(s), and/or the critical root radius of significant tree(s).

#### E. Heritage Tree Protection

Heritage trees and their critical root radius shall be fully protected and remain undisturbed by establishing a protected root zone.

## **Additional Criteria which may be Waived**

*Applicants are required to comply with these four criteria, with the Plan Commission being the final arbitrator to waive said criteria with additional requirements.*

### **A. History of Tillage**

Improvements should be located on land with no history of tillage.

- Locating a house on a lot with no history of tillage and meeting the required criteria is the first priority.
- If an applicant cannot meet the above requirement on their property, a lot with history of tillage may be considered. The proposed improvements on a lot with history of tillage must be at the edge of a field along an existing fence line or woodlot, not to disrupt farming practices.

### **B. Residential Infill**

House should be located within 300 feet from a residential building.

### **C. Lot Size**

Lot should be 1.5 acres or less

- If the lot size of 1.5 acres or less is to be waived, complete site plans of all proposed building footprints are to be submitted. The house site of up to 1.5 acres must be sited such that remaining land can be reasonably farmed.

### **D. Erosion Potential**

Lot should be 1.5 acres or less

- Earth houses or other houses using a slope over 12% as an energy resource may be granted by the Plan Commission. Complete site plans of the proposed house must be submitted.

## Definitions

### **Improvements**

Defined as house, structures, and/or site improvements.

### **Critical Root Radius (CRR)**

The area of undisturbed soil around a tree, especially forest grown or columnar trees, that includes 90-95% of the tree's roots and is more accurate than the dripline method for determining the Protected Root Zone. The formula for determining the CRR is 1.5 feet of radius for each inch of DBH. For example: a 10 inch tree has a CRR of 15 feet ( $10 \times 1.5 = 15$ ).

### **Forest Management Plan**

The practical application of scientific, economic, and social principles to the administration and working of a forest for specified objectives. For sites on which there shall be construction activities, the Forest Management Plan shall include Tree Protection Plan component.

### **Heritage tree**

Trees that, because of their age, size, type, historical association or horticultural value, are of special importance to the City. Each candidate tree is assessed by a certified arborist and evaluated by a review committee. Upon recommendation of the Parks, Recreation, and Forestry Commission, the City Council may designate a tree as a Heritage Tree provided the tree's health, aerial space, and open ground area for the root system have been certified as sufficient.

### **Partially Wooded**

Sites that have greater than 50% tree canopy coverage are considered woodland or forest. Anything less than 50% tree canopy coverage would be considered partially wooded or oak savanna if the site consists primarily of oaks.

The site would be considered prairie if the understory herbaceous plants are undisturbed or restored native prairie plants and the oak canopy tree coverage is 10% or less.

These upper and lower limits are only approximate.

### **Protected Root Zone**

An area surrounding a tree which should be isolated with a fence to restrict access and to avoid damage during construction activities. It includes the Critical Root Radius in which 90-95% of a tree's root system is found.

### **Significant tree**

Any living tree that displays superior quality and characteristics when compared to trees of the same species or other trees in the vicinity of the woodlot. For the purpose of this ordinance, a significant tree can be dominant, co-dominant, or overtopped in the tree canopy, have a DBH of greater than or equal to 6 inches, and display good form and characteristics.

## Definitions

### **Site assessment**

A preliminary survey of the woodlot to determine its condition by taking sample inventories, determining the species, DBH and location, and overall general health; determining the level of pervasiveness of invasives and the presence of native animal species.

### **Site Disturbance**

Grading, placement of structures, or site improvements which alter the existing or natural state of the land prior to the placement or work on such improvements. The disturbed area is that which is graded, disrupted, mined, or see site, structure or building improvements. A discrete event, either natural or human-induced, that causes a change in the existing condition of an ecological system.

### **Tree Protection Plan**

A Forestry Management plan conducted by a certified forester or arborist that identifies trees that are to be protected or removed during construction. It is based on a tree survey or inventory that includes a list of significant species, their diameters at breast height, location and relative health.

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# **6.C Intergovernmental Agreements**

## **Intergovernmental Agreements**

### **City of Fitchburg, City of Madison, and Town of Madison**

The Cooperative Plan and intergovernmental agreements between the City of Fitchburg, the City of Madison, and the Town of Madison are hereby incorporated by reference as part of the Appendix C. These actual documents are available at City Hall and on the City's website:

<http://www.fitchburgwi.gov/DocumentCenter/View/20207/Town-of-Madison-Intergovernmental-Agreement>